1. **Funding Category:**

Identify the funding category that best fits your proposal.

Select a Funding Category.

1. **Project Title:**

Describe the Project in 15 words or less.

Click here to enter project title.

1. **Applicant Organization:**

Provide the legal name of the organization that will serve as a lead for the project.

Click here to enter organization name.

*If selected for funding, this will be the organization that enters into a grant agreement with the California Department of Food and Agriculture. The name provided should match the organization’s registration with the Internal Revenue Service.*

Describe the organization’s background, purpose or mission as it relates to the project and address the organization’s capacity to undertake the work of the project.

Click here to enter organization description and capacity.

1. **Project Oversight:**

Identify the key personnel that will be responsible for implementing the project. Include a brief bio or summary of qualifications the key personnel.

Click here to enter information on the project key personnel

*Key personnel typically include the project manager and others within the applicant organization that will significantly contribute to the activities of the project and help ensure the project is successful. It is not necessary to include all personnel within the organization. The bio or summary of qualifications should be brief but adequate to demonstrate key personnel have knowledge or experience in the subject area of the project. Any contractors that will play a key role in project implementation should be included in this section as well.*

1. **Project Description:**

Summarize the need for the project, describe the overall goal of the project and present a plan for evaluating and measuring the success of the project.

Click here to enter information on the project key personnel

*If selected for funding, the project description will be posted on the websites of CDFA and the United States Department of Agriculture, Agricultural Marketing Service. The project description should be brief and suitable for distribution to the public.*

* *In summarizing the need for the project, consider the program priorities in the Request for Proposals and explain how the project will address one of those priorities.*
* *The overall goal of the project can be one to two sentences explaining what the project will seek to accomplish.*
* *The plan for evaluation and measuring success of the project can be a summary of the activities describe in the Outcome Measures section below.*

1. **Project Objectives:**Using the table below:

* **Objective:** Identify the main goals the project is seeking to accomplish. All projects must have at least one objective. If more than three objectives will be achieved, copy and paste additional sections as needed.
* **Objective Activities:** In the tables provided, describe the tasks necessary to accomplish each of the identified project objective(s). If more than six activities will be required for any of the objectives, add additional rows as needed.
* **Performed by:** In the tables provided, identify the individuals who will do the work for each activity by title (e.g., graduate student researcher, nutrition educator, web designer, etc.). All individuals for whom SCBGP funding is requested in the Budget Narrative attachment must be responsible for activities listed in the Project Objectives and Work Plan attachment and must be identified using the same title.
* **Timeline:** In the tables provided, provide the estimated beginning and end dates for when each activity will be accomplished using the three-letter abbreviated month and four-digit numerical year (e.g., May 2019 – Oct 2020). Use specific dates when possible and only include activities occurring within the grant period (November 1, 2019 through October 31, 2021).

**Objective 1:** Click here to describe the objective that will be accomplished.

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| **Objective 1 Activities** | **Performed by** | **Timeline** |
| [Describe each activity that will support Objective 1] | Title | Mon Year – Mon Year |
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**Objective 2:** Click here to describe the objective that will be accomplished.

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| **Objective 2 Activities** | **Performed by** | **Timeline** |
| [Describe each activity that will support Objective 2] | Title | Mon Year – Mon Year |
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**Objective 3:** Click here to describe the objective that will be accomplished.

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| **Objective 3 Activities** | **Performed by** | **Timeline** |
| [Describe each activity that will support Objective 3] | Title | Mon Year – Mon Year |
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*Copy and paste additional rows if needed.*

1. **Outcomes Measures:**Address each of the following in the fields below:

* Outcome: Using the check boxes provided, select at least one outcome measure.
* Indicator: Using the check boxes provided, identify at least one indicator for each selected outcome. Complete the fillable text fields for each indicator selected. If there are multiple sub-indicators under a selected indicator, enter a value for at least one.
* Description: Within the description section for each outcome selected, describe the data collection methods and activities that will be undertaken to monitor and report on the outcome(s) and indicator(s) selected.

*Outcome measures and the associated indicators were developed by USDA and the Office of Management and Budget and cannot be altered or amended in any way. Outcomes selected should be realistic and achievable within the grant duration. Selecting multiple outcomes does not improve the likelihood that a project will receive funding. Additional guidance regarding data collection methods and activities to monitor and report on outcomes:*

* *Data collection methods refers to the actual process that will be used in gathering information to validate progress toward achieving the selected indicator(s) and sub-indicator(s). Common methods of collecting data include surveys, workshop evaluations, or interviews with project participants such as specialty crop farmers, students, school nutritionists, etc. A summary of the data collection methods described here should be included in the response to question five, above.*
* *Activities to monitor and report on outcomes refers to efforts by project personnel to observe, record, and or disseminate outcomes.*

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|  | **Outcome:** Enhance the competitiveness of specialty crops through increased consumption. |
|  | **Indicator 1:** Of the Enter number children and youth reached,  a. Enter number gained knowledge about eating more specialty crops.  b. Enter number reported an intention to eat more specialty crops.  c. Enter number reported eating more specialty crops. |
|  | **Indicator 2:** Of the Enter number adults reached,  a. Enter number gained knowledge about eating more specialty crops.  b. Enter number reported an intention to eat more specialty crops.  c. Enter number reported eating more specialty crops. |
|  | **Indicator 3:** Enter number new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents). |
|  | **Indicator 4:** Enter number new specialty crops and/or specialty crop products introduced to consumers. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s) and Subindicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 2. | |

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|  | **Outcome:** Enhance the competitiveness of specialty crops through increased access and awareness. |
|  | **Indicator 1:** Of the Enter number consumers or wholesale buyers reached,  a. Enter number gained knowledge on how to access/produce/prepare/preserve  specialty crops.  b. Enter number reported an intention to access/produce/prepare/preserve specialty  crops.  c. Enter number reported supplementing their diets with specialty crops that they  produced/preserved/obtained/prepared. |
|  | **Indicator 2:** Of the Enter number individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared‐use kitchens, etc.) reached,  a. Enter number gained knowledge on how to access/produce/prepare/preserve  specialty crops.  b. Enter number reported an intention to access/produce/prepare/preserve specialty  crops.  c. Enter number reported supplementing their diets with specialty crops that they  produced/prepared/preserved/obtained. |
|  | **Indicator 3:** Number of existing delivery systems/access points reached that expanded and/or improved offerings of specialty crops.  a. Enter number farmers markets.  b. Enter number corner stores.  c. Enter number school food programs and other food options (vending machines,  school events, etc.).  d. Enter number grocery stores.  e. Enter number wholesale markets.  f. Enter number food hubs that process, aggregate, distribute, or store specialty crops.  g. Enter number home improvement centers with lawn and garden centers.  h. Enter number lawn and garden centers.  i. Enter number other systems/access points, not noted. |
|  | **Indicator 4:** Number of new delivery systems/access points offering specialty crops.  a. Enter number farmers markets.  b. Enter number corner stores.  c. Enter number school food programs and other food options (vending machines,  school events, etc.).  d. Enter number grocery stores.  e. Enter number wholesale markets.  f. Enter number food hubs that process, aggregate, distribute, or store specialty crops.  g. Enter number home improvement centers with lawn and garden centers.  h. Enter number lawn and garden centers.  i. Enter number other systems/access points, not noted. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s) and Subindicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 3. | |

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|  | **Outcome:** 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. |
|  | **Indicator 1:** Enter number plant/seed releases (i.e., cultivars, drought‐tolerant plants, organic, enhanced nutritional composition, etc.). |
|  | **Indicator 2:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.  a. Enter number growers/producers indicating adoption of recommended practices.  b. Enter number growers/producers reporting reduction in pesticides, fertilizer, water used/acre.  c. Enter number producers reporting increased dollar returns per acre or reduced costs  per acre.  d. Enter number acres in conservation tillage or other best management practice. |
|  | **Indicator 3:** Enter number habitat acres established and maintained for the primary benefit of pollinators and specialty crops. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s) and Subindicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 4. | |

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|  | **Outcome:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems. |
|  | **Indicator 1:** Enter number new or improved innovations models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc. |
|  | **Indicator 2:** Enter number innovations adopted. |
|  | **Indicator 3:** Enter number specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars. |
|  | **Indicator 4:** Enter number new diagnostic systems analyzing specialty crop pests and diseases. (Diagnostic systems refer to, among other things: labs, networks, procedures, access points.) |
|  | **Indicator 5:** Enter number 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.) |
|  | **Indicator 6:** Enter number first responders trained in early detection and rapid response to combat plant pests and diseases. |
|  | **Indicator 7:** Enter number viable technologies/processes developed or modified that will increase specialty crop distribution and/or production. |
|  | **Indicator 8:** Enter number growers/producers that gained knowledge about science-based tools through outreach and education programs. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 5. | |

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|  | **Outcome:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety. |
|  | **Indicator 1:** Enter number viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats. |
|  | **Indicator 2:** Enter number viable prevention, control, and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum. |
|  | **Indicator 3:** Enter number individuals learned about prevention, detection, control, and intervention food safety practices and Enter number of those individuals increased their food safety skills and knowledge. |
|  | **Indicator 4:** Enter number improved prevention, detection, control, and intervention technologies. |
|  | **Indicator 5:** Enter number reported changes in prevention, detection, control, and intervention strategies. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 6. | |

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|  | **Outcome:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development. |
|  | **Indicator 1:** Enter number new rural careers created. |
|  | **Indicator 2:** Enter number new urban careers created. |
|  | **Indicator 3:** Enter number jobs maintained/created. |
|  | **Indicator 4:** Enter number small businesses maintained/created. |
|  | **Indicator 5:** Increased revenue/increased savings/one-time capital purchases $Enter dollar amount. |
|  | **Indicator 6:** Enter number new beginning farmers who went into specialty crop production. |
|  | **Indicator 7:** Enter number socially disadvantaged farmers who went into specialty crop production. |
| **Description of data collection methods:** Click here to enter text. Describe the data collection methods that will be used to validate progress toward achieving the selected Indicator(s). | |
| **Description of activities to monitor and report on outcomes:** Click here to enter text. Describe the activities that will be used to monitor and report on accomplishing Outcome Measure 8. | |

1. **External Project Support:**Proposals must demonstrate that the specialty crop industry approves of/endorses the project objectives. In this section, identify at least one specific specialty crop stakeholder, such as a specialty crop farmer, grower, commodity board or commission, trade association, etc., and explain why they believe the project is important and timely.

Click here to enter external project support

*External project support should not include support from the general public, a legislator or public office holder, employees of the applicant organization, contractors or other organizations that will participate directly in the project.*

1. **Budget Narrative:** Click here to enter the total funds requested.

The total budget narrative cannot exceed $100,000. To assist in developing the budget, applicants are strongly encouraged to review the [Allowable and Unallowable Costs and Activities](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/2018SCBGP_GP_AllowableUnallowableCostsTable.pdf) supplement.

For sections A through H, provide the total funds to be requested and a brief description of the associated costs.

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| **A. SALARY AND WAGES** | |
| **Salary and Wages Subtotal** |  |

**IMPORTANT: All individuals that will be compensated using grant funds must be directly involved in at least one of the Project Objectives and Work Plan above.**

**Salary and Wages Description:**

Click here to enter salary and wages description.

*Within the description, provide the titles of the organizations staff that will work directly on the project and a summary of the employee’s roles on the project.*

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| **B. FRINGE BENEFITS** | |
| **Fringe Benefits Subtotal** |  |

**Fringe Benefits Description:**

Click here to enter fringe benefits description.

*Within the description, include the organization’s fringe benefit rate and summary of the benefits provided. If the organization does not have an established fringe benefit rate, an estimate of 10 to 15 percent of salary and wages is recommended.*

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| *FRINGE BENEFITS POLICY: The applicant confirms that the organization’s established fringe benefits policy was used in determining the fringe benefits costs listed above.* |

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| **C. TRAVEL** | |
| **Travel Subtotal** |  |

When developing an estimate of travel costs, applicants should only include travel necessary for the success of the project. Travel rates should be based on the lesser of the applicant’s policy or the Federal travel rates available at <http://www.gsa.gov>.

**Travel Description:**

Click here to enter travel description.

*Within the description, summarize the travel necessary to implement the project.*

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| *SCBGP TRAVEL POLICY: The applicant confirms that the organization will adhere to the travel costs established by the Federal Travel Regulation issued by GSA when completing the above-mentioned trips, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at* [*http://www.gsa.gov*](http://www.gsa.gov)*.* |

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| **D. SCIENTIFIC RESEARCH EQUIPMENT** | |
| **Scientific Research Equipment Subtotal** |  |

Scientific research equipment refers to 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.

**Scientific Research Equipment Description:**

Click here to enter Scientific Research Equipment Description.

*Scientific research equipment is likely not applicable to proposals appropriate to this solicitation. However, in the event a proposal will include the purchase of such equipment, describe the equipment above and explain how it is necessary to the success of the project. Note: SCBGP funds cannot be used to purchase general purpose equipment, acquire or improve capital such as land, building and existing equipment.*

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| **E. SUPPLIES** | |
| **Supplies Subtotal** |  |

Supplies refers to materials and fabricated parts costing less than $5,000 per unit to be purchased to support activities of the proposal. Do not include general use office supplies.

**Supplies Description:**

Click here to enter supplies description.

*All supplies must be linked to specific project activities. General use office supplies are considered indirect costs.*

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| **F. CONTRACTUAL** | |
| **Contractual Subtotal** |  |

Contractual costs refer to the cost for the services of a third party that are necessary to accomplish the goal of the project.

**IMPORTANT: All contractors or consultants that will be compensated using grant funds must be directly involved in at least one of the Project Objectives and Work Plan above.**

**Contractual Description:**

Click here to enter contractual description.

*CDFA has developed guidance on the requirements for procuring goods and services using federal funds.*

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| **G. OTHER** | |
| **Other Subtotal** |  |

Other costs include any expenses not covered in the previous budget categories.

**Other Description:**

Click here to enter other costs description.

*Expenses in this section may include, but are not limited to, meetings and conferences, equipment rental expenses, advertisements, publication costs, and data collection.*

*Do not include mobile phone service, office rental costs, IT services, utilities, insurance or maintenance as these are indirect costs.*

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| **H. INDIRECT COSTS** |

The indirect cost rate must not exceed 8 percent of total personnel costs (section A. Salary and Wages plus section B. Fringe Benefits). 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. In the table below, provide:

* The total amount of applicant personnel costs (A. Salary and Wages + B. Fringe Benefits).
* The indirect cost rate to be charged (8% maximum).
* The total amount of funds requested.

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| **Total Personnel Costs**  (A. Salary and Wages + B. Fringe Benefits) | **Indirect Cost Rate**  (8% maximum) | **Funds Requested** |
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| **PROGRAM INCOME** |

Program income is gross income earned by a recipient or subrecipient under a grant that is 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. In the table below, provide:

* A description of the source/nature of program income.
* A detailed explanation of how program income will be reinvested into the project and will be used to solely enhance specialty crops.
* The total amount of estimated program income.

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| **Source/Nature of Program Income** | **How will Program Income be Reinvested into the Project to Solely Enhance Specialty Crops?** | **Estimated**  **Program Income** |
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