

2026 Specialty Crop Block Grant Program

Additional Assistance for Limited Resource Applicants

Request for Concept Proposals

CATALOG OF FEDERAL DOMESTIC ASSISTANCE 10.170

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Late submissions will not be accepted.



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About the Program

Purpose

The California Department of Food and Agriculture's (CDFA) Specialty Crop Block Grant Program (SCBGP) funds projects that enhance the competitiveness of California specialty crops. The SCBGP is designed to support all sectors of California's specialty crop industry and improve the performance of California specialty crops within local, domestic, national, and international markets. Specialty crops are fruits, vegetables, tree nuts, dried fruits, and horticulture and nursery crops, including floriculture. Visit the U.S. Department of Agriculture's (USDA) [What is a Specialty Crop website](https://www.ams.usda.gov/services/grants/scbgp/specialty-crop) (<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>) for a list of eligible and ineligible commodities and a comprehensive definition of specialty crops.

The intent of the Additional Assistance for Limited Resource Applicants (Additional Assistance) Program is to provide a process through which small and/or limited resource applicant organizations can participate and successfully implement their SCBGP projects.

This program will provide:

- Application assistance and guidance to submit a full proposal to the program, including personalized assistance offered in the applicants' preferred method (one-on-one phone calls, emails, or virtual meetings).
- One-on-one technical assistance throughout the proposal and project as needed via email, phone call, or virtual meeting, per the applicant's preference.
- Opportunities for direct feedback and support for successful project implementation and grant management.
- Networking opportunities with other grant recipients in this category to foster informal support networks among grantees.

Applicants that plan to submit a proposal to the Additional Assistance Program should email grants@cdfa.ca.gov or complete [the inquiry form](https://www.surveymonkey.com/r/66BX79X) (<https://www.surveymonkey.com/r/66BX79X>) as soon as possible. One-on-one technical assistance will be available for up to 20 eligible applicants. Concept Proposal applications can be requested via email through grants@cdfa.ca.gov or by completing the inquiry form.

Funding and Duration

Grant amounts range from \$75,000 to \$250,000. The maximum grant duration is two (2) years, eight (8) months, and grant funds cannot be expended before November 1, 2026, or after June 30, 2029. CDFA reserves the right to offer an award amount different than the amount requested.

Funding is contingent on available funding from the USDA, Agricultural Marketing Service (AMS).

Eligibility

Non-profit organizations, tribal governments (federally and non-federally recognized), and K-12 school districts that have not previously received SCBGP funding, do not have technical expertise with grant writing*, and who work directly in either supporting limited resource and/or beginning farmers** or providing nutrition education and/or access to specialty crops in low resource communities are eligible to apply to this program. Applicants who do not have a formal entity may apply through a fiscal sponsor; however, the use of a fiscal sponsor to circumvent program eligibility requirements and/or prior recipient status is not allowable.

Individuals; for-profit organizations; local, state, and federal government entities (excluding K-12 school districts and tribal governments); and public or private colleges and universities are not eligible to apply. University affiliated non-profit organizations are also not eligible to apply.

*Technical expertise with grant writing includes the capacity to hire and/or contract with a grant writing organization or consultant.

**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.

Additional notes to help determine eligibility:

- Projects must enhance the competitiveness of California specialty crops. Projects benefiting non-specialty crops will not be selected for funding.
- Organizations that have been awarded SCBGP funding in the past are not eligible to apply. Organizations that unsuccessfully applied in previous solicitations are eligible to reapply.
- Organizations that have successfully submitted Concept Proposals for the 2026 SCBGP through the Financial Assistance Application Submittal Tool (FAAST) under other funding categories are not eligible to apply.

- Organizations may submit no more than one proposal to the Additional Assistance Program.
- Grant funds will not be awarded for projects that directly benefit or provide a profit to a single organization, institution, or individual. For example, the program will not fund a project to start or expand a farm or business venture or to provide donations to individuals.
- Grants funds cannot be used to compete unfairly with private companies that offer equivalent products or services.
- Projects must address one or more of the program priorities identified by CDFA. To view these priorities, reference [pages 8-10 of the Additional Assistance Program Request for Concept Proposals \(RFCP\)](#).

Examples of Eligible Projects

- Increasing child nutritional knowledge and interest in specialty crops through education in the classroom or experiential learning, such as school gardens.
- Strengthening the local food system by supporting production, distribution, access points, and consumption of specialty crops to be sold in a rural or tribal community.
- Improving knowledge of the health benefits of specialty crops among children, seniors, and caregivers.
- Developing training or demonstrations to educate families on increasing consumption of specialty crops in their diets.
- Assisting small family farmers by providing trainings to support adoption of Good Agricultural Practices, Good Handling Practices, and Good Manufacturing Practices.
- Implementing training on sustainable farming practices and beneficial management practice tools that improve farm viability and the agricultural economy, as well as the environment.

Examples of Ineligible Projects

- An organization requests grant funds to plant, grow, or purchase produce that will ultimately be donated, e.g., plants for a community garden that delivers free meals or vouchers at a farmers' market for free vegetables from local farmers. Grant funds cannot be used for donations or giveaways.
- An organization requests grant funds to cover the operational costs of doing business. Grant funds must be used solely in support of the proposed project.
- An organization requests grant funds to purchase starter plants or equipment used to plant, cultivate, and grow a specialty crop to make a profit, or to expand production of one or more single business or organization.

- A non-profit organization requests grant funds to purchase produce to sell to other entities at cost or at a price lower than the fair market value while competing with other private companies who sell produce in the area.
- A single specialty crop organization requests grant funds to market its organization so that it can increase its membership, e.g., requesting funds to increase members in a co-op for disadvantaged farmers.
- An organization requests grant funds to make improvements or modifications to an existing building or property, e.g., requesting grant funds to renovate a community kitchen or to install irrigation in a community garden.
- An organization requests grant funds to provide training stipends to individuals in exchange for the individuals receiving education or training on specialty crop related topics. Small stipends designed to offset the cost of attending training may be allowed with sufficient justification. Stipends may not be provided solely or primarily for the benefit of the individual(s) receiving the stipend.

Executive Order N-6-22 – Russia Sanctions

On March 4, 2022, Governor Gavin Newsom issued Executive Order [N-6-22](#) regarding Economic Sanctions against Russia and Russian entities and individuals. “Economic Sanctions” refers to sanctions imposed by the U.S. government in response to Russia’s actions in Ukraine, as well as any sanctions imposed under state law. By submitting a proposal or application, Applicant represents that it is not a target of Economic Sanctions. Should the State determine Applicant is a target of Economic Sanctions or is conducting prohibited transactions with sanctioned individuals or entities, that shall be grounds for rejection of the Applicant’s proposal/application any time prior to agreement execution, or, if determined after agreement execution, shall be grounds for termination by the State.

Conventional SCBGP Program

Applicants who successfully applied to the conventional SCBGP program are not eligible to apply to the Additional Assistance Program in the same year. More information on the conventional SCBGP program, including eligibility restrictions, is outlined in the [2026 SCBGP Request for Concept Proposals](#) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2026_SCBGP_RFCP.pdf).

Other Grant Programs

Projects submitted to the SCBGP must increase the competitiveness of California specialty crops and cannot benefit an individual entity or organization. CDFA offers several grant programs that address nutritional education, improve access to and

consumption of healthy California foods, and provide direct assistance to California farmers and ranchers.

For a comprehensive list of CDFA's Grant Programs, please visit <https://www.cdfa.ca.gov/grants/>. A complete list of California grant and loan programs can also be found on the State Library's California Grants Portal: <https://www.grants.ca.gov/>.

Solicitation Process and Timeline

Concept Proposal

CDFA's SCBGP consists of a two-stage grant process. During the first stage, applicants must submit a Concept Proposal (i.e., an overview of their proposal) via email to grants@cdfa.ca.gov. To request a copy of the Concept Proposal application and/or to receive technical assistance on the application prior to the submission deadline, please email grants@cdfa.ca.gov or complete [the inquiry form](https://www.surveymonkey.com/r/66BX79X) (<https://www.surveymonkey.com/r/66BX79X>). CDFA will advise all applicants as to the outcome of the Concept Proposal review. Note that receiving technical assistance does not guarantee an invitation to complete a Scope of Work.

Scope of Work

Successful Concept Proposal applicants will be invited to the second stage, and will submit a Scope of Work (i.e., a more detailed version of their proposal). Additional Assistance applicants will not participate in the conventional SCBGP Grant Proposal application, and timelines and requirements for the Scope of Work will differ from the conventional SCBGP application. CDFA will provide one on one assistance along with the specific requirements for filling out the Scope of Work. CDFA will advise all applicants as to the outcome of the submission to USDA. All funding decisions are at the discretion of USDA.

Schedule for Concept Proposal

Concept Proposal	Date
Release Request for Concept Proposals	November 10, 2025
Webinars	November 18, 2025 – November 20, 2025
Concept Proposals Due	January 12, 2026 5:00 p.m. PT

Schedule for Scope of Work (by invitation only)

Scope of Work	Date
Invitation to Submit Scopes of Work	March 2026
Scopes of Work Due	April 2026
Scopes of Work to USDA for Approval	May 2026

Scope of Work	Date
Announce and Award Funding	Fall 2026

How to Apply

Please email grants@cdfa.ca.gov or complete [the inquiry form](https://www.surveymonkey.com/r/66BX79X) (https://www.surveymonkey.com/r/66BX79X) to request the Concept Proposal application. Due to staff limitations, the Additional Assistance Program will prioritize providing technical assistance to the first 20 eligible applicants who request application assistance.

The CDFA SCBGP Grants website also contains a [Frequently Asked Questions](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/SCBGP_frequently_asked_questions.pdf) for the Additional Assistance Program (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/SCBGP_frequently_asked_questions.pdf).

Program Priorities

Proposals should focus on improving the competitiveness of California specialty crops through improving access to and consumption of California specialty crops, providing nutritional education for consumers in order to increase consumption, and/or providing training for producers and growers to equip them for current and future challenges in specialty crop agriculture. In addition to advertising or conducting outreach to encourage participants to participate in project-related activities, all SCBGP projects should include an outreach component that communicates project efforts to specialty crop stakeholders.

Concept Proposals should:

- Demonstrate a high likelihood of success.
- Be scalable to the larger community.
- Identify the specific and existing issue, problem, or need the project will address.
- Demonstrate industry need and support.
- Include an outreach component addressing how project results and conclusions will be extended to specialty crop growers.

CDFA will consider proposals that improve access to and consumption of California specialty crops and/or improve the public's knowledge and understanding of specialty crop agriculture and its beneficial importance to the health and well-being of all Californians. CDFA will also consider proposals that benefit all current and future California specialty crop farmers by providing education and training, including providing education and training for small or beginning farmers in areas including business development and regulatory compliance. This may include food safety training, which is essential to helping small and mid-size farmers meet the requirements for selling to schools and other institutions, an increasingly important market for supporting viable, local food systems. Expanding access to food safety education will reduce barriers to entry and create new opportunities for low resource farmers. Engagement may include increasing small farmer engagement with the agricultural industry, including outreach and education to small and beginning farmers to increase knowledge and participation in state, local, and federal resources.*

*Note that SCBGP funds may not be used to increase participation in another state or federal grant program.

All proposals must address at least one of the following program priorities:

- 1)** Education to increase specialty crop consumption through healthy eating habits.
- 2)** Increasing knowledge of how to produce, prepare, or preserve specialty crops.
- 3)** Increasing the awareness of and demand for locally sourced specialty crops.
- 4)** Increasing the availability of specialty crops in homes, schools, the workplace, hospitals, prisons, and other low resource communities.
- 5)** Increasing specialty crop production and/or distribution capacity into low resource urban and rural communities.
- 6)** Increasing consumption of healthy California specialty crops in schools by developing connections between farmers and school nutrition directors/officials that include tools and resources for building strong partnerships.
- 7)** Increasing the availability of specialty crops in urban and/or rural areas with limited access to fresh fruits and vegetables.
- 8)** Providing outreach and educational opportunities in low resource communities about growing, purchasing, and/or consuming specialty crops.
- 9)** Introducing and recruiting young and beginning farmers to the variety of specialty crop career opportunities.
- 10)** Providing support to specialty crop producers in adopting the requirements of the Food Safety Modernization Act and/or increasing the safety and security of the specialty crop food system.
- 11)** Providing training to support specialty crop producers in adopting methods to reduce water use and improve water efficiency.
- 12)** Creating and implementing workforce training programs to develop and maintain the technical skills required to keep the California specialty crops sector competitive.

- 13) Providing technical assistance and training to better equip farmers to protect and conserve natural resources and adapt to extreme weather through on-farm practices.
- 14) Providing outreach and training on agronomic, economic (farm business and marketing skills), and/or environmental stewardship skills to California specialty crop producers.
- 15) Providing training on historical or cultural solutions to plant health, conservation practices, and pest management concerns.
- 16) Highlighting and encouraging awareness of less commonly known and/or recognized specialty crops and/or cultivation practices for farmers and/or consumers.
- 17) Developing networking and training opportunities for low resource, small and/or beginning specialty crop farmers to develop business and technical skills to enhance their specialty crop business.
- 18) Supporting market opportunities through regional aggregation and distribution for small to medium sized specialty crop farmers and low resource California producers and farmers.

Concept Proposal Questions and Scoring

Email grants@cdfa.ca.gov or complete [the inquiry form](https://www.surveymonkey.com/r/66BX79X) (<https://www.surveymonkey.com/r/66BX79X>) to request a Concept Proposal application for the Additional Assistance Program.

Failure to answer one or more application questions may result in disqualification. The following questions and descriptions are provided as a preview of the application. An asterisk (*) indicates the application question is required.

Contact Information:

Project Title*:

Concisely describe the project in 15 words or less, with a unique and descriptive title.

Primary and Secondary Contact Information*:

Please enter contact information for the individual who is authorized to execute a funding agreement and receive grant funds, as well as a backup if that individual should be unreachable.

Organizational Information:

Applicant Organization*:

Legal name of the organization that will serve as lead for the project and will receive and oversee the use of grant funds.

Organization Type*:

Using the drop-down menu, select the organization type that best describes the applicant.

Description of Applicant Organization*:

Briefly describe the applicant organization, the services it provides, and/or the purpose of the organization.

California Senate and Assembly Districts*:

Using the drop-down menus, select the districts where the applicant and project are located. More than one district can be selected, if needed. If the project covers all of California, select "Statewide." If the program/project is outside of California, choose "00".

Taxpayer Identification Number*:

Enter the applicant's 9-digit taxpayer identification number in the format 12-1234567.

Unique Entity Identifier (UEI):

Enter the applicant's UEI number, if known. To obtain a UEI, please visit [System for Award Management](https://sam.gov/content/home) website (<https://sam.gov/content/home>). If awarded SCBGP funds, recipients will need to obtain a UEI before a grant agreement can be executed.

Submitting Organization:

Legal name of the organization submitting the proposal on behalf of the applicant, if other than the applicant.

Concept Proposal:

Project Description (not a scored question)*:

Summarize the need for the project and describe the anticipated goals and outcomes. All projects must also briefly describe the plan for evaluating and measuring the success of the project. This section should be specific to the proposed project, rather than the applicant organization as a whole. (maximum of 1,000 characters)

Cooperating Entities (not a scored question):

This section is provided for proposals that include other entities that may also be participating in the project. In this section, indicate their role and contribution to the project. This question is unscored, and cooperating entities are not a requirement of the SCBGP. (maximum of 500 characters)

Program Priorities (not a scored question)*:

Using the checkboxes, select one (or more) of the Additional Assistance Program priorities as described on [pages 8-10 of the RFCP](#). Selecting more than one program priority is not required.

Project Purpose (15 points)*:

All of the following must be addressed within the text boxes provided:

- Identify the specific and existing issue, problem, or need the project will address. (maximum of 500 characters)
- Explain why the proposal is important and timely for the specialty crop industry. (maximum of 500 characters)
- Explain how the project addresses the priority or priorities identified. (maximum of 1,500 characters)

Scoring Criteria: Scoring will be based on how clearly the proposal states the specific issue, problem, or need the project will address, as well as the timeliness and relevance to the specialty crop industry (10 points). Scoring will also be based on the extent to which the project demonstrates a link to the program priorities identified in the 2026 RFCP (5 points).

Project Sustainability (10 points)*:

SCBGP projects should have a long-term impact without relying indefinitely on grant funding. Within the text box, describe:

- The likelihood of the project becoming self-sustaining and not indefinitely dependent on SCBGP funds, and/or;

- The benefit(s) to California's specialty crop industry resulting from the project that will continue beyond the grant duration. (maximum of 1,000 characters)

Scoring Criteria: Scoring will be based on the extent to which the proposal demonstrates the project will become self-sustaining and/or that the benefit of the project will continue beyond the grant duration without relying indefinitely on SCBGP or other grant funding.

External Project Support (10 Points):

Proposals must demonstrate that the specialty crop industry approves of/endorsees the project objectives. In this section, identify at least one specific specialty crop stakeholder and explain why they believe the project is important and timely. Stakeholders included in the external project support section should:

- Be individuals or organizations involved in the specialty crop industry (e.g., specific growers, companies, certified crop advisors, pest control advisors, commodity boards or commissions, trade associations, etc.). Do not include members of the general public, legislators, or any organizations that are not affiliated with the specialty crop industry.
- Be supportive of what the project will accomplish.
- Not be directly involved in the project. The applicant, employees of the applicant, contractors, or any other entity that will receive project funding should not be included. Similarly, organizations that will contribute cost share to the project should not be included under the external project support section, as their participation in the form of project support is apparent. (maximum of 1000 characters)

Project Beneficiaries (10 points)*:

All of the following must be addressed within the text boxes provided:

- Estimate the number of project beneficiaries. The number cited should be a reasonable estimate of the number of individuals that could realistically be **directly impacted** by the results of the project. Applicants must be able to demonstrate that the number of beneficiaries is trackable and reportable **within the project duration**.
- Identify and quantify the project beneficiaries and describe how they will benefit from the project objectives (list the specific specialty crops that will be affected, if possible). (maximum of 1,000 characters)

- Succinctly address how the proposal benefits the specialty crop industry, rather than directly benefiting a single individual or organization, such as the applicant. (maximum of 1,000 characters)

Scoring Criteria: Scoring will be based on how clearly the proposal identifies and quantifies the beneficiaries and explains how they will directly benefit, as well as the relevance and significance of the anticipated project benefit(s) to the specialty crop industry.

Work Plan and Outreach:

Project Duration (not a scored question)*:

Within the text boxes provided, enter a start and end date for the project. Projects cannot start before November 1, 2026, or continue beyond June 30, 2029. Failure to provide a project start and end date within the allowable duration may result in disqualification.

Work Plan and Outreach (15 points)*:

Within the text boxes provided, all of the following must be addressed:

- **Objective:** Identify the main goals the project is seeking to accomplish. All projects must have at least one objective. If more than six objectives will be achieved, copy and paste additional sections as needed.
- **Objective Activities:** In the text boxes provided, describe the tasks necessary to accomplish each of the identified project objectives. Each project activity should include an approximation of when it will occur (formatted as MON YYYY, e.g., Dec 2025 or May 2026 - Jun 2027).
 - Include tasks for all personnel responsible for carrying out project activities. Note that all personnel, including contractors and any associated personnel, listed in the budget must be involved in at least one activity described in the Work Plan.
 - Describe how the project results will be shared with the target audience, stakeholders, and other interested parties beyond those directly involved in the project. Examples of such activities include presentations at professional conferences or producer meetings, or the agricultural press, educational brochures, websites, etc.

For a completed example of the Project Objectives and Work Plan template, reference [Appendix C](#) on pages 34-36.

Scoring Criteria: Scoring will be based on the clarity of the work plan, the relevance of the specific project activities to the project purpose, and how well the project outlines a plan to disseminate project results.

Outcome Measures (10 points)*:

Within the Outcome Measures section, select one or more of the applicable Outcome Measure(s), indicators(s) and, if applicable, sub-indicator(s). All of the following must be addressed in the Outcome Measures section:

- **Outcome:** Using the check boxes provided, select one or more of the seven outcome measures.
- **Indicator:** Using the check boxes provided, identify one or more indicators 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 one or more.
- **Description:** Within the description section for each outcome selected, describe the data collection methods for the outcome(s) and indicator(s) selected. The description of data collection methods must apply specifically to the Outcome Measure selected and not to other aspects of the project. Please note that all selected Outcome Measures and related indicators/sub-indicators must be achievable during the grant duration. Applicants are only required to select one indicator and, if applicable, sub-indicator.

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. For additional information on the required outcomes and indicators, reference the [Outcome Measures supplement](https://www.cdffa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/outcome_measures_supplement.pdf)

(https://www.cdffa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/outcome_measures_supplement.pdf).

Scoring Criteria: Scoring will be based on the significance of the anticipated project outcome, the relevance to the project activities, soundness of data collection methods, and likelihood of success.

Budget Narrative:

Cost Sharing (not a scored question):

Indicate whether the project will include cost share (cash match or in-kind match contributions), and if applicable list the total amount committed. Cost sharing is allowed but is not a requirement of the SCBGP and is discouraged by USDA. CDFA includes

the ability to outline cost share in proposals so that unallowable costs and/or activities (such as projects that also benefit non-specialty crops or include donations) can demonstrate that SCBGP funds will not be used for these costs. Cost share is not required and, as an unscored question, does not impact whether projects will be awarded funding.

Budget Template (15 points)*:

All budget items should support enhancing the competitiveness of specialty crops and correlate to the goal(s) of the project. Before completing the Budget Template, review the [Allowable and Unallowable Costs and Activities Table](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/allowable_and_unallowable_cost_activities.pdf) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/allowable_and_unallowable_cost_activities.pdf).

Scoring Criteria: Scoring will be based on the extent to which the budget is reasonable and appropriate to achieve the project goals.

Total number of points achievable in the Concept Proposal: 75 Points

Concept Proposal Budget

For each budget category listed below, enter the amount of SCBGP funds requested (rounded to the nearest whole dollar) and a brief description of the costs or activities covered. The description should describe the costs, the items involved, and their use in the project. A description is required for each budget category in which funds are requested, except for category *H. Indirect Costs* and category *I. Total SCBGP Funds Requested*. A completed sample budget is available in [Appendix A on page 26-32](#).

Salary and wages, fringe benefits, travel, special purpose equipment, supplies, other, and indirect costs for individuals not employed by the applicant organization must be listed under category *F. Contractual*.

A. Salary and Wages

Estimate the total cost of salary and wages for time spent on the project by individuals employed by the applicant organization. In the description section, list the title of each employee, the approximate time spent on the project (number of hours or percent full time equivalent), and the individual's activities in support of project goals. For Personnel costs, please provide an estimated breakdown per individual. Note that administrative costs associated with personnel are typically considered indirect.

B. Fringe Benefits

Estimate the total cost of fringe benefits for time spent on the project by individuals employed by the applicant organization in accordance with the applicant organization's established fringe benefits policy. In the table provided, list the fringe benefits rate, calculated as a percentage of the individual salary/wages.

C. Travel

Estimate the total cost of project related travel for all individuals except contractual personnel. In the description section, briefly describe how the travel will help accomplish the goals and objectives of the project. Use the rates established by the U.S. General Services Administration (GSA) available on the [GSA website](https://www.gsa.gov/travel/plan-book/per-diem-rates) (<https://www.gsa.gov/travel/plan-book/per-diem-rates>) to develop the travel cost estimate. Reference pages 12-13 of the [Allowable and Unallowable Costs and Activities Table](#).

(https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/allowable_and_unallowable_costs_activities.pdf) for restrictions on travel costs.

D. Special Purpose Equipment

Estimate the total cost to purchase any special purpose equipment necessary to achieve project objectives. Special purpose equipment is nonexpendable, tangible personal property with a useful life of more than one year and an acquisition cost which equals or exceeds \$10,000 to be used only for research, scientific, or other technical activities. In the description section, list the special purpose equipment to be purchased. Reference pages 3-4 of the [Allowable and Unallowable Costs and Activities Table](#)

(https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/allowable_and_unallowable_cost_activities.pdf) for restrictions on special purpose equipment.

E. Supplies

Estimate the total cost to purchase supplies necessary to achieve project objectives. Supplies are items with an acquisition cost less than \$10,000 per unit that are used exclusively for the objectives of the project. In the description section, list the types of supplies to be purchased and their use in the project. General use office supplies (paper, printer ink, pens, etc.), facilities costs (telephone, internet, etc.), and administrative costs are generally considered indirect and should not be included under category *E. Supplies*. Reference [pages 19-20 of the RFCP](#) for more information about direct and indirect costs.

F. Contractual

Estimate the total cost of work on the project that will be performed by individuals/organizations other than the applicant (e.g., consultants, contractors, partner organizations, etc.). This amount should include all associated salary and wages, fringe benefits, travel, special purpose equipment, supplies, other, and indirect costs. In the description section, list the services to be provided by each contractor that will work on the project and be paid with grant funds and provide a brief breakdown of costs. Contractor costs should provide sufficient detail to demonstrate costs are project-related and necessary to achieve project objectives. Reference pages 2-3 of the [Allowable and Unallowable Costs and Activities Table](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/allowable_and_unallowable_cost_activities.pdf) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/allowable_and_unallowable_cost_activities.pdf) for restrictions on contractual costs.

G. Other

Estimate the total cost of all other project-related expenses. Expenses typically listed under category *G. Other* include registration fees to attend professional conferences, speaker/trainer fees or stipends, fees to publish in academic journals, fees for data collection and laboratory analysis, meeting space or equipment rentals, subscriptions, etc. In the description section, provide a brief breakdown of the specific expenses necessary to accomplish the goals and objectives of the project.

H. Indirect Costs

Indirect costs are facilities and administrative costs that cannot easily be tied directly to the activities of the grant. Examples of common indirect costs include administrative/clerical services, rent, utilities, internet and telephone service, maintenance, and general office supplies. The maximum amount of indirect costs allowable is 8 percent of total personnel costs (category *A. Salary and Wages* plus category *B. Fringe Benefits*). Reference [pages 20-22 of the RFCP](#) for more information about indirect costs. *Formula: (A. Salary and Wages + B. Fringe Benefits) x 0.08 = Maximum Indirect Costs*

I. Total SCBGP Funds Requested

Total SCBGP funds requested will automatically be calculated using the amounts indicated in the Amount of Funds Requested column for categories A through H. This total cannot be less than \$75,000 or greater than \$250,000. Please ensure that the total matches the award requested amount listed on the Project Information section.

J. Program Income

Estimate the amount of income (if any) that may be generated by a supported activity or earned as a result of the award (e.g. sale of crops purchased with grant funds or ticket sales for events). In the description section, explain how the program income will be generated and how it will be used to further support the project objectives. Program income must be spent on activities that support the goals and objectives of the project, should be expended before seeking reimbursement of grant funds, and must comply with restrictions on allowable and unallowable costs and activities.

Requirements and Limitations

Farm Bill and USDA Guidance

Authorization for this program was established under the Specialty Crops Competitiveness Act of 2004 and continues under authorization from the Agricultural Improvement Act of 2018 (commonly referred to as the “Farm Bill”). The 2025 One Big Beautiful Bill Act contains provisions for the continuation of this program beginning with the 2026 Request for Applications and each fiscal year thereafter.

As of the date of this publication, USDA has not provided CDFA or any other state department of agriculture with a Request for Applications (RFA) or Terms and Conditions for the 2026 SCBGP. If necessary, CDFA will prepare, and make available, a supplement to this document to advise applicants of any changes to the program upon receipt of USDA’s RFA. CDFA and all applicants will be subject to the terms of USDA’s RFA and Terms and Conditions.

Federal Cost Principles

Federal cost principles are regulations based on organization type used to determine allowable costs and ensure consistent treatment of costs. Applicants are responsible for identifying the federal cost principles appropriate to their organization, consistent application of cost principles to the SCBGP grant funds and ensuring contractors and/or consultants comply with federal cost principle requirements.

Indian tribal governments; non-profit organizations; and K-12 school districts will be subject to [2 CFR 200](https://www.ecfr.gov/cgi-bin/text-idx?SID=898fdaa0b947dd0bf8c962a137d230dd&node=pt2.1.200&rgn=div5) (<https://www.ecfr.gov/cgi-bin/text-idx?SID=898fdaa0b947dd0bf8c962a137d230dd&node=pt2.1.200&rgn=div5>).

Unallowable Costs

CDFA has developed an [Allowable and Unallowable Costs and Activities Table](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/allowable_and_unallowable_cost_activities.pdf) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/allowable_and_unallowable_cost_activities.pdf) to assist applicants in preparing their proposal budget. The table provides overall guidance for the handling of common costs and includes USDA and CDFA requirements specific to this program. Proposals with unallowable costs may be subject to disqualification as described below.

Indirect Costs

The indirect cost rate for the SCBGP is limited by federal statute. The rate published in this solicitation document ensures conformity to the federal statute. Applicants that might ordinarily be eligible to receive a higher indirect rate from other state or federal

programs are responsible for ensuring that their organization/institution will allow an exception for this program before applying.

The maximum indirect cost rate is 8 percent of total personnel costs (budget category *A. Salary and Wages* plus category *B. Fringe Benefits*).

Applicants are responsible for presenting costs incurred for the same purpose in like circumstances consistently and must not include costs associated with an established indirect cost rate agreement as direct costs. In addition, applicants cannot allocate a cost as a direct cost if it is also incurred as an indirect cost for the same purpose and vice versa.

Direct costs are costs that can be identified specifically with a particular award, project, program, service, or other organizational activity or that can be directly assigned to such an activity relatively easily with a high degree of accuracy. Typically, direct costs include, but are not limited to, compensation of employees who work directly on the award to include salaries and fringe benefits, travel that is necessary for the project, equipment and supplies used for the project to enhance the competitiveness of specialty crops, and the hiring of qualified contractors to achieve project objectives.

Indirect costs (also known as “facilities and administrative costs”) are costs incurred for common or joint objectives that cannot be identified specifically with a particular project, program, or organizational activity. Below are typical indirect costs. The salaries of administrative and clerical staff should normally be treated as indirect costs. Direct charging of these costs may be appropriate where all of the following conditions are met:

- administrative or clerical services are integral and directly related to a project or activity;
- individuals involved can be specifically identified with the project or activity;
- such costs are explicitly included in the budget or have the prior written approval of the federal awarding agency; and
- the costs are not also recovered as indirect costs.

The following are considered indirect and should not be included in the Budget template as direct costs:

- Information technology services.
- Rent.
- Utilities and internet service.
- Telephone service (mobile and landline).

- General office supplies.
- Insurance.
- Maintenance.

Travel

The maximum travel rates allowable are the lesser of the rates in effect at the time of travel as established by the U.S. General Services Administration (GSA), available on the [GSA website](https://www.gsa.gov/travel/plan-book/per-diem-rates) (<https://www.gsa.gov/travel/plan-book/per-diem-rates>). Applicants should apply the current government mileage rate for personally owned vehicles used for travel related to the project; this rate is available on the [IRS website](https://www.irs.gov/Tax-Professionals/Standard-Mileage-Rates) (<https://www.irs.gov/Tax-Professionals/Standard-Mileage-Rates>).

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, particularly for international travel.

Note: International travel must comply with the [Fly America Act, 49 U.S.C. 40118](https://www.govinfo.gov/content/pkg/USCODE-2011-title49/pdf/USCODE-2011-title49-subtitleVII-partA-subparti-chap401-sec40118.pdf) (<https://www.govinfo.gov/content/pkg/USCODE-2011-title49/pdf/USCODE-2011-title49-subtitleVII-partA-subparti-chap401-sec40118.pdf>) and [Foreign Travel Per Diem Allowances](https://aoprals.state.gov/web920/per_diem.asp) (https://aoprals.state.gov/web920/per_diem.asp).

Review and Notification

Review Criteria

CDFA's intent is to fund projects that can produce the highest degree of measurable benefits to California specialty crop producers in relation to each dollar spent.

Applicants' Concept Proposals will be evaluated on the criteria set forth in the [Concept Proposal Questions and Scoring section on pages 10-15](#).

Review Process

CDFA will conduct two levels of review during the Concept Proposal process. The first level is an administrative review to determine whether Concept Proposal requirements are met. The second level is a technical review to evaluate the merits of the Concept Proposals.

The CDFA SCBGP Technical Review Committee will perform the technical review. The Technical Review Committee is comprised of growers and representatives from industry, universities, public agencies, and non-profits with an interest and expertise in specialty crops and agricultural systems.

Notification and Feedback

Proposals that are disqualified utilizing the criteria below will be notified within 21 days of the Concept Proposal due date. All other applicants will be notified regarding the status of their Concept Proposals in March 2026. Successful applicants will be invited to complete a Scope of Work and will receive instructions for submission. Applicants not invited to complete a Scope of Work will receive feedback on their Concept Proposal within 60 days after receiving notification.

To ensure all communications are received, points of contact listed in the application should add grants@cdfa.ca.gov to their email safe senders list, address book, or contact list.

Disqualifications

The following may result in the disqualification of a project proposal:

- Proposals from individuals; for-profit organizations; local, state, and federal government entities (excluding K-12 school districts and tribal governments); public or private colleges and universities; and organizations with the capacity to hire and/or contract with a grant writing organization or consultant.

- Proposals from organizations that have successfully submitted an application to the 2026 SCBGP within the FFAST system.
- Incomplete proposals: proposals with one or more unanswered questions or only minimal responses.
- Proposals that include activities outside the grant duration.
- Proposals for less than the minimum award amount or more than the maximum award amount.
- Proposals with unallowable costs or activities necessary to complete the project objectives.
- Proposals with indirect costs that exceed the limit set forth in this document.
- Proposals submitted that did not use the required Concept Proposal template.
- Proposals that benefit a single individual, individuals, or organization rather than the specialty crop industry as a whole.

APPEAL RIGHTS: Any discretionary action taken by the Office of Grants Administration (OGA) may be appealed to the CDFA's Office of Hearings and Appeals within ten (10) calendar days of receiving a notice of disqualification from CDFA. Email notification shall serve as the date of service. The appeal must be in writing and signed by the responsible party named on the grant application or their authorized agent. It must state the grounds for the appeal and include any supporting documents and a copy of the OGA decision being challenged. The submission must be sent to the California Department of Food and Agriculture, Office of Hearings and Appeals, 1220 N Street, Sacramento, CA 95814 or emailed to CDFA.LegalOffice@cdfa.ca.gov. If submissions are not received within the time frame provided above, the appeal will be disqualified from consideration.

Assistance and Questions

Concept Proposal Webinars

CDFA will conduct webinars on the 2026 SCBGP solicitation process and the Concept Proposal application between November – December 2025. Please visit the [CDFA SCBGP website](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/) for dates, times, and links. All applicants are encouraged to participate in a webinar.

Frequently Asked Questions (FAQ)

The Additional Assistance Program FAQ can be accessed on the CDFA SCBGP website [CDFA SCBGP website](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/).

Personalized Assistance Available

CDFA is able to provide the assistance that best fits applicants' needs. For example, in addition to the Webinars and FAQ, one-on-one assistance is available at your request in your preferred format. Please complete [the inquiry form](https://www.surveymonkey.com/r/66BX79X) (<https://www.surveymonkey.com/r/66BX79X>) or email grants@cdfa.ca.gov to:

- Schedule a phone call;
- Schedule a virtual meeting;
- Submit individual questions;
- Request feedback on the proposed project, Concept Proposal, or any sections thereof; or
- Receive a more detailed walk-through of the Solicitation Process or Grant Management (should funds be awarded).

There is no deadline to receive personalized assistance prior to the Concept Proposal due date of January 12, 2026; however, please note that CDFA is limiting technical assistance to the first 20 eligible applicants who request assistance. CDFA is available Monday to Friday from 8:00 a.m. to 5:00 p.m. PT and will be assisting multiple proposals. Applicants are encouraged to request assistance as soon as possible; CDFA cannot guarantee assistance will be available immediately prior to the Concept Proposal due date.

Appendix A: Budget Template Example

Application Name/Title	Specialty Crops are Amazing
Applicant Organization	The California Department of Food and Agriculture
Total Amount of SCBGP Funds Requested	\$217,541

For sections A through H, complete the tables provided below by filling in the requested information; applicants may add or remove rows as needed. In addition, provide a written justification of the costs listed for sections A, C, D, E, F, and G ensuring justifications address the specified criteria. Ensure the total amount of requested funds matches the funds requested in the Additional Assistance application form.

A. Personnel

In the table below, list the employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance the competitiveness of specialty crops. For each employee, provide:

- The individual's name, if known (indicate TBD if the name is not yet known).
- Their title (e.g. Graduate Student Researcher Principal Investigator, Project Manager, etc.).
- Their level of effort on the project across the project duration. For hourly employees, provide the number of hours to be worked. For salaried employees, provide the percent full time equivalent (% FTE).
- The total amount of funds requested for the individual.

IMPORTANT: All individuals listed under section A. Personnel must be listed in the Work Plan and Outreach section and must be identified using the same title.

#	Name/Title	Level of Effort (# of hours or % FTE)	Funds Requested
1	Maria Gonzalez, Program Manager	10% FTE	\$22,000
2	Joe Jones, Education Director	50% FTE	\$82,500
3	To Be Determined, Educator 1	250 Hours	\$6,500
4	To Be Determined, Educator 2	250 Hours	\$6,500
Personnel Subtotal			\$117,500

Salary and Wages Justification: For each individual listed in the table above, provide a brief summary of their duties.

Employee 1: Maria Gonzalez, Program Manager. The Program Manager will oversee the Education Director and Educators for all project tasks, oversee reporting and data collection, and present project results at one educational conference in Year 2 and 3.

Employee 2: Joe Jones, Education Director. The Education Director will develop curriculum related to purchasing, preparing, and eating specialty crops. They will lead cooking demonstrations at local farmers' markets and other events, train and direct part-time Educators, and assist in outreach at educational conferences in Year 2 and Year 3.

Employee 3: TBD, Educators 1-2. Two part-time Educators will be hired to work 250 hours each in Year 2. They will assist in cooking demonstrations and provide virtual and in-person workshops on the benefits of consuming more specialty crops and local produce.

B. Fringe Benefits

In the table below, provide the fringe benefit rate for each employee that will be paid with SCBGP funds. Fringe benefits are calculated as a percentage of an individual's Personnel (salary and wages) and should be determined according to the applicant organization's established fringe benefits policy.

For each employee, provide:

- The individual's name. If not yet identified, enter "To Be Determined" or "TBD".
- The title (e.g., Graduate Student Researcher) or role on the project (e.g., Principal Investigator, Project Manager, etc.).
- The fringe benefit rate.
- The total amount of funds requested for the individual.

#	Name/Title	Fringe Benefit Rate (% of salary or wages)	Funds Requested
1	Maria Gonzalez, Program Manager	45%	\$9,900
2	Joe Jones, Education Director	45%	\$37,125
3	To Be Determined, Educator 1	10%	\$650
4	To Be Determined, Educator 2	10%	\$650
Fringe Subtotal			\$48,325

C. Travel

Travel Table:

Provide a description of all travel in support of project activities that will be covered by SCBGP funds. Project participants must use the lowest reasonable commercial airfare. Allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by the U.S. General Services Administration (GSA), including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>.

#	Trip Destination	Number Claiming Expense	Funds Requested
1	Chicago, CA	2	\$1,750

#	Trip Destination	Number Claiming Expense	Funds Requested
2	Central Valley, CA	3	\$2,500
Travel Subtotal			\$4,250

Travel Justification:

For each trip listed in the table above, provide the approximate dates of travel, the purpose of the trip, a justification for how the trip will achieve the objectives and outcomes of the project, and the title of the person(s) traveling. All trips must correlate with the activities outlined in the Project Objectives and Work Plan. List the project objective number(s) associated with each trip at the end of the justification. Multiple trips to the same destination for the same purpose may be grouped together rather than providing separate, duplicative justifications. If a location for a trip is not known (e.g., the location of a future conference) use the location of a previous year's conference or best, educated estimate.

Trip 1 (11/2028): The Project Manager and Education Director will travel from Sacramento CA to Monterey, CA to present project findings at the We Love Specialty Crops conference. Travel costs include round trip flights, lodging, per diem, and a vehicle rental for a total of \$1,750.

Trip 2 (12/2025): The Education Director and two part-time Educators will travel from Sacramento, CA to various sites throughout the Central Valley to present in person workshops and cooking demonstrations for an estimated 40 trips (20 cooking demonstrations and 20 workshops) at \$0.70 per mile for a total of 3,570 miles.

D. Equipment

Equipment Table:

List any special purpose equipment to be purchased with SCBGP funds. Equipment refers to tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals to or exceeds \$10,000 per unit, and is used only for research, medical, scientific, or other technical activities.

For each individual unit of equipment, provide:

- The name of the item and manufacturer.
- The grant year in which the equipment will be purchased (e.g., Year 1, Year 2-3).
- The total funds requested per unit (must equal or exceed \$10,000 per unit).

#	Item Description	Acquire When?	Funds Requested
1	No costs requested	N/A	
Equipment Subtotal			\$0

Equipment Justification:

For each piece of equipment listed in the table above, provide a description of the item and a justification for how it will be used to achieve the objectives and outcomes of the project. List the project objective number(s) from the Project Objectives and Work Plan associated with each piece of equipment at the end of the justification.

E. Supplies**Supplies Table:**

List the materials, supplies, and fabricated parts to be purchased with SCBGP funds. Supplies are items costing less than \$10,000 per unit. This does not include general use office supplies.

For each supply, provide:

- The type of supply (do not include office supplies for general use).
- The cost per unit.
- The number of units to be purchased.
- The grant year in which the supply will be purchased (e.g., Year 1, Year 2-3).
- The total funds requested for the supply (must be less than \$10,000 per unit).

#	Item Description	Cost Per Unit	Number of Units	Acquire When?	Funds Requested
1	Specialty crop produce for samples	\$2.00	600	Year 1-2	\$1,200
2	Cooking supplies	\$150.00	20	Year 1-2	\$3,000
3	Sampling cups, napkins, utensils, etc.	\$0.50	1,200	Year 1	\$600
Supplies Subtotal					\$4,800

Supplies Justification:

For each supply listed in the table above, provide a description of the item(s) and a justification for how it will be used to achieve the objectives and outcomes of the project. All supplies must be tied to specific project activities; do not include general use office supplies. List the project objective number(s) from the Project Objectives and Work Plan associated with each expense at the end of the justification.

Supply 1: Specialty crop produce for sampling at educational workshops, estimated at \$2.00 per attendee (30 attendees per event at 20 total workshops). Crops to be purchased include spinach, broccoli, watermelon, and strawberries.

Supply 2: Supplies for cooking demonstrations highlighting specialty crops, including cooking oils, spices, and rice. Cooking supplies are estimated at \$150 per cooking demonstration.

Supply 3: Sampling cups, napkins, nitrile gloves, hand sanitizer, etc. to allow for safe and sanitary sampling of produce and recipes, estimated at \$0.50 per attendee (30 attendees at 20 workshops and 20 cooking demonstrations).

F. Contractual

Contractual Table:

In the table below, provide an overview of all project related contractual costs.

Contractual 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. For each contractor that will conduct project activities and receive grant funds, provide:

- The contractor name/organization.
- The project objectives the contractual services will support.
- The fee structure of the contractor (e.g. Salary and Wages, Fees for Professional Services, Flat-Rate). *Additional information on fee structures is available in the [Procuring Goods and Services Using Federal Funds supplemental document](#).*
- The total amount of funds requested for the contractor.

IMPORTANT: All organizations listed under section F. Contractual must be listed in the Work Plan and Outreach section and must be identified using the same title.

#	Contractor Name/Organization	Hourly Rate/ Flat Rate	Funds Requested
1	Liza's Translation Services	Flat Rate	\$5,000
2	TBD, Live Interpretation Services	Hourly Rate	\$20,000
Contractual Subtotal			\$25,000

Contractor 1: TBD, Translation Services

The project will contract with Liza's Translation Services to translate printed educational materials (recipe cards, handouts, curriculum, etc.) into community languages. Liza's Translation Services could not provide an hourly estimate for work, as the materials that need to be translated are yet to be developed. Instead, the contractor provided a flat rate quote based on the types of materials that need to be translated and the estimated number of participants. This rate is comparable to other translation services that the applicant organization has worked with.

Contractor 2: TBD, Live Interpretation Services

A TBD interpretation service will provide live interpretation as most cooking demonstrations with workshops to assist attendees and make the material more accessible. Based on previous experience with similar services, the project team anticipates a rate of \$250 per hour (\$500 per two-hour session) for 20 cooking demonstrations and 20 workshops.

G. Other

Other Table:

List any expenses to be covered with SCBGP funds that are not covered in the previous budget categories. Expenses in this category may include, but are not limited to, fees for meetings and conferences, stipends, advertisements, publication costs, and data collection.

For each expense listed under other, provide:

- The type of expense.
- The cost per unit.
- The number of units to be purchased.
- The grant year in which the supply will be purchased (e.g., Year 1, Year 2-3).
- The total funds requested.

#	Item Description	Cost Per Unit	Number of Units	Acquire When?	Funds Requested
1	Printing	\$2.00	1,200	Year 1-2	\$2,400
2	Conference Registration Fees	\$500	2	Year 1	\$1,000
3	Speaker Fees	\$250	4	Year 1-2	\$1,000
Other Subtotal					\$4,400

Other Justification:

For each expense listed above, provide a description of the expense and a justification for how it will be used to achieve the objectives and outcomes of the project. List the project objective number(s) from the Project Objectives and Work Plan associated with each expense at the end of the justification.

Non-travel related meal costs must include an adequate justification to support that these expenses are not entertainment costs.

Expense 1: Costs are requested for printing materials for handouts, activity sheets, recipe cards, pre- and post-surveys, and other miscellaneous educational materials for a total of 1,200 participants (30 attendees each at 20 workshops and 20 cooking demonstrations).

Expense 2: Costs are requested for registration fees for the Project Manager and Education Director to attend one educational conference in Year 2 of the project to conduct outreach regarding project results. Conference fees do not include meals.

Expense 3: Costs are requested for stipends for four guest speakers to present at cooking demonstrations and workshops. Guest speakers will include local specialty crop farmers and chefs who work with specialty crops. Guest speakers will present for one hour including question and answer time.

H. Indirect Costs

Indirect Table:

The indirect cost rate must not exceed 8 percent of: category A. Personnel plus category B. Fringe Benefits.

Indirect costs are any costs that are incurred for common or joint objectives that cannot be readily identified with an individual project, program, or organizational activity. These costs generally include facilities operation and maintenance costs (such as rent, internet, electric, gas, etc.), depreciation, and administrative expenses.

In the table below, provide:

- The total of applicant A. Personnel + B. Fringe Benefits.
- The indirect cost rate to be charged (8 percent maximum).
- The total indirect funds requested.

Total Personnel and Fringe Benefits	Indirect Cost Rate	Funds Requested
\$165,825	8%	\$13,266

I. 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 the program income.
- A detailed explanation of how program income will be reinvested into the project. Note, program income is subject to the same guidelines and restrictions as SCBGP grant funds; therefore, program income must be reinvested into the project to further enhance the project objectives and must be expended on allowable project costs that enhance the competitiveness of specialty crops.
- The total estimated program income.

Source/Nature of Program Income	How will Program Income be Reinvested into the Project to Enhance Specialty Crops?	Estimated Program Income
Nominal fee for general public cooking class	Income will be used for allowable activities for the program to enhance specialty crops (e.g., purchase of extra specialty crops for cooking classes, production of additional promotional materials, extra supplies for youth intern presentations or enrolling additional ambassadors/guest speakers to teach classes). Estimate based on 30 classes.	\$1,500

Appendix B: Outcome Measures Example

Outcome Measures

Select the applicable outcome measure(s), indicators(s) and, if applicable, sub-indicator(s). All of the following must be addressed in the Outcome Measures section:

- Outcome: Using the check boxes provided, select one or more of the seven outcome measures.
- Indicator: Using the check boxes provided, identify one or more indicators 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 one or more.
- Description: Within the description section for each outcome selected, describe the data collection methods for the outcome(s) and indicator(s) selected. The description of data collection methods must apply specifically to the Outcome Measure selected and not to other aspects of the project.

Please note that all selected outcome measures and related indicators/sub-indicators must be achievable during the grant duration.

For additional information on the required outcomes and indicators, reference the [Outcome Measures Supplement](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/SCBGP_OutcomeMeasuresSupplement.pdf) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/docs/SCBGP_OutcomeMeasuresSupplement.pdf).

Outcome measures and the associated indicators were developed by the U.S. Department of Agriculture and the Office of Management and Budget and cannot be altered or amended in any way. Altering the language of the outcomes or indicators or providing responses in a format other than that described in the document will result in disqualification of a proposal.

☒ Outcome 1: Increasing Consumption and Consumer Purchasing of Specialty Crops
☒ Indicator 1.1: Total number of consumers who gained knowledge about specialty crops 600. 1.1a Adults: 600. 1.1b Children: Enter number.
☐ Indicator 1.2: Total number of consumers who consumed more specialty crops Enter number. 1.2a Adults: Enter number. 1.2b Children: Enter number.
☐ Indicator 1.3: Number of additional specialty crop customers counted Enter number.
☐ Indicator 1.4: Number of additional business transactions executed Enter number.
☐ Indicator 1.5: Increased sales measured in: 1.5a Dollars \$Enter dollar amount. 1.5b Percent change Enter number. 1.5c Combination of volume and average price as a result of enhanced marketing activities. Volume: Enter number. Average Price: Enter number.
Description of data collection methods: The project proposes to hold at least 20 cooking demonstrations at farmers' markets and community events and at least 20 in-person workshops on the benefits of consuming specialty crops, including sampling of local, in-season produce. It is anticipated that each event will host at least 30 attendees, for a total of 1,200 unique participants. The project team will issue simple paper surveys before and after each event that ask questions to measure participants' increases in knowledge on the availability of specialty crops, how to access them, and how they can be prepared in simple, culturally-relevant recipes. It is expected that at least 50 percent of participants will report an increase in knowledge.

Appendix C: Work Plan Example

Work Plan and Outreach

PROJECT DURATION

Within the text boxes provided, enter a start and end date for the project. Projects cannot start before November 1, 2026, or continue beyond June 30, 2029. Failure to provide a project start and end date within the allowable duration may result in disqualification.

Start Date: End Date:

Using the tables below:

- **Objective:** Identify the main goals the project is seeking to accomplish. All projects must have at least one objective, 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), add additional rows as needed. Identify the individuals who will do the work for each activities by title (e.g. Nutrition Educator, Web Designer, etc). All individuals for whom SCBGP funding is requested in the Budget Narrative must be responsible for activities listed in the Project Objectives and Work Plan and must be identified using the same title. Also provide the estimated date range for when each activity will occur (MON YYYY; e.g. Dec 2026 or May 2027 – Jun 2027, etc). Use specific dates when possible and only include activities occurring within the grant duration.

(Only grant-funded activities occurring during the timeframe of the proposed project should be included. Do not include activities funded with matching funds and/or in-kind contributions.)

Objective 1: Develop a specialty crop nutrition campaign encouraging children to try one specialty crop each month and cook with parents.

Objective 1 Activities

Develop overall campaign goals and objectives (Project Director / Project Manager) – Nov 2026 – Jan 2027
Create educational poster to be distributed to local schools, libraries, and community centers in project area (Designer) – Jan 2027 – Mar 2027
Develop recipes cards and prepare take home kits for children to use with families (Project Manager, Recipe Developer, and Designer) Mar 2027 – May 2027

Objective 2: Identify local partnerships with schools and community organizations.

Objective 2 Activities

Identify local schools that want to participate (Project Manager) - Jan 2027 – Mar 2027
 Identify local chef to conduct cooking demonstrations (Project Director / Project Manager) – Mar 2027 – Jul 2027
 Identify local community organizations to partner with for outreach (Project Manager) – Mar 2027 – Jul 2027
 Work with local schools to schedule classroom instruction time (Project Manager) – Jul 2027 – Aug 2027
 Conduct a pre-survey to determine children's knowledge and interest in consuming fruit and vegetables (Project Evaluator) – Sept 2027

Objective 3: Conduct in-classroom demonstrations.

Objective 3 Activities

Conduct cooking demonstrations once a month. (Chef, Project Manager) Oct 2027 – Oct 2028
 Distribute take-home learning kits to encourage students to cook with their parents (Recipe Developer, Project Manager) Oct 2027 – Oct 2028

Objective 4: Track and publish project results.

Objective 4 Activities

Conduct post-project survey and track project results (Project Evaluator) – Oct 2028 – Dec 2028
 Share project results via social media, newsletter, and on organization website (Project Manager) Dec 2028 – Apr 2029
 Complete final reporting requirements (Project Manager, Project Director) - Jan 2029 – Apr 2029

Appendix D: Concept Proposal Tips

To help ensure that a proposal is accurately submitted and well-received by the Technical Review Committee, please consider the following advice when composing the Concept Proposal:

- Contact grants@cdfa.ca.gov with questions or to request technical assistance as soon as possible.
- Do not wait until the last minute to prepare or submit the Concept Proposal. Allow ample time for composition, research, review, and submittal.
- Compose answers to questions in a word processing document so they can be checked for grammar, spelling, syntax, and overall clarity before entering them into the application template.
- Keep answers clear and concise.
- Double-check the project budget against the [Allowable and Unallowable Costs and Activities Table](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/Allowable-and-UnallowableCosts-and-Activities-Table) (https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/Allowable-and-UnallowableCosts-and-Activities.pdf). Significant unallowable costs listed in the budget may result in disqualification.
- Check that the total award requested is between \$75,000 and \$250,000.