

2011 Specialty Crop Block Grant Program

Solicitation Process

Presented by :

California Department of Food and Agriculture
Federal Funds Management Office





Specialty Crop Block Grant Program

What is the Purpose of the Program?



To solely enhance the competitiveness of specialty crops

Where does the Money come from?



- Farm Bill
- Approximately \$16 - \$18 million annually



What are Specialty Crops?

- Specialty crops are defined by USDA as fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops (including floriculture).
- For a comprehensive list:
 - <http://www.ams.usda.gov/scbgp>



Solicitation Process

- Competitive Solicitation Process:
 - Phase I – Concept Proposal
 - Phase II – Grant Proposal



Notice of Funding Availability (NOFA)

- Eligibility
- Funding
- Solicitation Process Timeline
- Funding Areas
- How to Submit Concept Proposals
- Review Criteria and Process

important!





Eligibility

- Entities:
 - *Non-Profit and For-Profit*
 - *Local, State, Federal and Tribal Governments*
 - *Colleges and Universities*
- Eligible Projects:
 - Must ***solely*** enhance the competitiveness of specialty crops
 - Not benefit a single organization, institution, or individual

Funding Availability

- Project Grant Amounts
 - **\$50,000 - \$500,000**
- Project Duration
 - **October 1, 2011 – June 30, 2014**



Solicitation Timeline

Phase I Concept Proposal	November 10, 2010	Release Notice of Funding Availability – Request for Concept Proposals
	November 15 – 19, 2010	SCBGP Workshops & Webinars: Please visit CDFA's website for details http://www.cdfa.ca.gov/grants
	December 20, 2010 5:00 p.m. PST	Concept Proposals Due
Phase II Grant Proposal	March 2011	Invitation to Submit Grant Proposals
	April 8, 2011 5:00 p.m. PDT	Grant Proposals Due
	July 2011	Grant Proposals to USDA for approval
Award	October 2011	Announce & Award SCBGP Funding



Funding Areas

Research

- Plant Health and Pest Challenges
- Environmental Concerns and Conservation
- Food Safety

Marketing

- Agriculture Education/ Outreach
- International Trade
- Market Enhancement and Promotion

Nutrition

- Food Security
- Healthy Eating

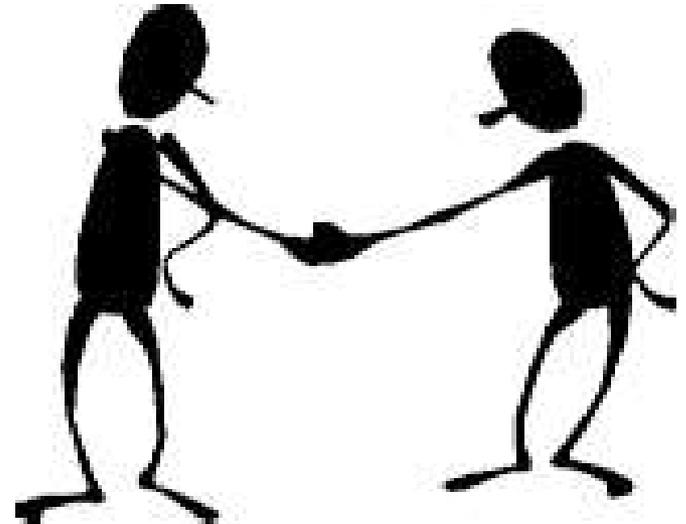


Research Food Safety

- Partnership with the University of California, Davis' Center for Produce Safety
- Separate call for proposals

Online Solicitation

- CDFA and State Water Resources Control Board (SWRCB) partnership
- Financial Assistance Application Submittal Tool (FAAST)





Review Criteria

- To fund projects that produce the highest degree of measurable benefits to California specialty crops in relation to each dollar spent.



Review Process

- Two Levels of Review
 1. Administrative
 2. Technical



Concept Proposal

- Compelling snapshot of the proposal
- Clearly and concisely conveys need and impact
- Up to 3 pages



Concept Proposal Includes:

- Organization Type
- Funding Area
- Project Duration
- Project Purpose
- Prior Year SCBGP Projects
- Potential Impact
- Expected Measurable Outcomes
- Work Plan
- Budget

Budget Attachment

Budget Categories	GRANT FUNDS REQUESTED
A. Personnel	
B. Fringe Benefits	
C. Travel	
D. Equipment (> \$5,000)	
E. Supplies (< \$5,000)	
F. Contractual	
G. Other Costs	
H. Total Direct Costs (sum of sections A-G)	\$ -
I. Total Indirect Costs <i>(Cannot Exceed 5% of Personnel + Fringe Benefits)</i>	\$ -
J. Total Grant Funds (sum of H+I)	\$ -



Project Examples - Acceptable

- A proposal to conduct an advertising campaign that will benefit specialty crops
- Research on feasibility of planting, cultivating, and growing in a particular area where the results can be shared with growers throughout the State



Project Examples - Unacceptable

- A proposal requesting grant funds to individual specialty crop business or road side stands to promote their individual business
- A company that requests funds to train its employees on how to make its value added products



Eligible Costs

- **Office of Management and Budget - Federal Cost Principles**
 - Federal State, Local, and Indian Tribal Governments - 2 CFR 225
 - Educational Institutions - 2 CFR 220
 - Non-Profits - 2 CFR 230
 - For-Profits - 48 CFR 31.2

Frequently Asked Questions

- Email Questions
 - Grants@cdfa.ca.gov
- Questions Posted to CDFA Web Site
 - <http://www.cdfa.ca.gov/grants>





Resources

CDFA, Federal Funds Management Office

Web Site	http://www.cdfa.ca.gov/grants
Email	Grants@cdfa.ca.gov
Address	1220 N Street, Suite 120 Sacramento, CA 95814
Telephone	(916) 657-3231

FAAST

Web Site	https://faast.waterboards.ca.gov
Email	FAAST_ADMIN@waterboards.ca.gov
Toll Free Telephone	1-866-434-1083 M-F, 8:00am – 5:00pm

U.S. Department of Agriculture, Agriculture Marketing Service

Web Site	http://www.ams.usda.gov/scbgp
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Upcoming Webinar

- **USDA, AMS:**
 - **Thursday, Dec. 16, 2010 @ 11:00am PST**
- **Registration Required:**
- **Christopher Purdy**
 - **(202) 720-3209**
 - **Christopher.purdy@ams.usda.gov**