

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

GENERAL QUESTIONS

1. Q. How much does CDFA expect to award in 2017?
A. While USDA has not yet announced allocations for 2017, in 2016, CDFA was awarded \$22.3 million in SCBGP funds and approximately the same amount is anticipated for 2017.
2. Q. Where can applicants find the character limits for each question?
A. The character limit for each question is provided in FFAST. This limit includes letters, numbers, punctuation, spaces, and special characters.
3. Q. Is CDFA able to provide inexperienced applicants with technical assistance on how to write a concept proposal?
A. Because the SCBGP is a federally-funded competitive process, CDFA is required to provide the same level of assistance to all applicants. Unfortunately, it is not feasible for CDFA to provide one-on-one technical assistance to all prospective applicants. However, all prospective applicants are encouraged to attend one of our workshops and webinars to learn more about applying to the program.
4. Q. Are the materials from the SCBGP workshop and webinar presentations available online?
A. PDF copies of each PowerPoint as well as a video of each presentation will be made available on the CDFA SCBGP website (www.cdfa.ca.gov/grants) during the first week of November.
5. Q. What is a cooperating entity and what types of organizations can be listed?
A. Cooperating entities are organizations an applicant will work with to plan and/or implement the proposed project. Cooperating entities can include individuals who may receive a portion of the SCBGP funds and/or contribute cost share. There is no restriction on what types of organizations may serve as cooperating entities, provided the organization will have a role in project activities and has agreed to participate as a cooperator.
6. Q. Can cooperators or contractors outside the state of California or outside the United States be involved in project activities?
A. There is no prohibition on cooperating or contracting with an organization outside of California or the United States, provided the country is not listed on the Office of Foreign Assets Control Active Sanctions List and that the applicant sufficiently demonstrates that the primary benefit of the project will be to California specialty crops. Applicants are required to follow the same policies and procedures used for procurements from nonfederal sources, which reflect applicable state and local laws and regulations and conform to the federal laws and standards identified in 2 CFR Part 200.317 through 326, as applicable.
7. Q. Are proposals from underrepresented areas of the state given preferential consideration?
A. Geographic location is not a factor in the scoring process. All proposals are evaluated on their own individual merit.
8. Q. The 2017 SCBGP Request for Concept Proposals (RFCP) states, "Recipients cannot use grant funds to compete unfairly with private companies that offer equivalent products or services." What does this mean?
A. Recipients cannot use SCBGP funds to give their organization an advantage over other organizations providing equivalent services in the marketplace. Grant funds must be used on activities to enhance the competitiveness of specialty crops, rather than to enhance the

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
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OCTOBER 26, 2016

competitiveness of an organization. For example, an organization should not request grant funds to expand its operations to better compete with other similar organizations.

9. Q. What should be done with specialty crops grown as a result of an SCBGP funded project?
A. Specialty crops grown as a result of an SCBGP funded project cannot be given away. However, crops grown as a result of project activities can be used for demonstration/educational purposes or sold and the resulting program income reinvested in the goals and objectives of the project. Reference [Budget Template Q&A #10](#) for more information on program income.
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ELIGIBILITY

1. Q. Can SCBGP funds be used to purchase specialty crops as part of an educational program?
A. SCBGP funds may be used to purchase specialty crops needed as part of an educational program. For example, purchasing specialty crops for a cooking demonstration or for samples to accompany an educational curriculum. However, it is not allowable to purchase specialty crops to provide to participants to take home.
2. Q. Are projects that involve donating produce eligible for SCBGP funding?
A. Using SCBGP funds to donate specialty crops is unallowable. Both the cost to purchase or grow the produce and the personnel costs associated with facilitating the donation are unallowable costs. Projects that focus primarily on donating or distributing donated food may want to consider alternative funding opportunities described in the RFCP and on the CDFA grants website.
3. Q. Are applicants allowed to submit the same project for funding to more than one grant program?
A. Applicants may submit the same project to multiple state or federal award programs; however, applicants are required to disclose the other grant programs if invited back to the grant proposal phase. If the proposal is selected for funding by another state or federal award program after the proposal is submitted to the SCBGP, the applicant must inform CDFA immediately. Applicants are allowed to receive SCBGP funds to support activities within a project funded through multiple grant sources. However, SCBGP funds may not be used to duplicate activities funded by another grant source.
4. Q. Are past SCBGP recipients more or less likely to receive funding? Is there a waiting period required between receiving SCBGP funding?
A. Past recipients are not more or less likely to receive funding and all proposals are reviewed on their individual merit. However, failure to adequately explain how a proposal builds upon previously funded work may negatively impact scoring. Additionally, any significant issues with an organization's past performance may affect the probability of funding or necessitate additional requirements if funds are awarded. There is no waiting period required between receiving SCBGP grants; an organization could apply for and receive funding for projects in any year.
5. Q. Are sole proprietors eligible to apply?
A. Sole proprietors are eligible to apply. However, CDFA encourages sole proprietors to partner with another organization such as a local Farm Bureau or extension office, a commodity board, or other growers. Although it is acceptable for sole proprietors to apply, applicants must demonstrate that their project will sufficiently benefit a wider segment of the specialty crop industry beyond their organization.

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

6. Q. Can regional specialty crop organizations submit projects emphasizing local/regionally grown specialty crops or must all projects benefit California grown specialty crops statewide?
A. Projects that emphasize local or regionally grown specialty crops are acceptable. A statewide California grown emphasis is not required and projects can be region-specific.
7. Q. Are proposals focused on processed agricultural products made from California-grown specialty crops eligible for SCBGP funding?
A. Proposals focused on processed specialty crop products are eligible for SCBGP funding. However, since the purpose of the program is to solely enhance the competitiveness of specialty crops, the focus of the project proposal must be on the specialty crop in the processed product. Additionally, the specialty crop in the processed product must constitute greater than 50 percent of the product by weight, exclusive of added water.
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FIXED AMOUNT AWARDS

1. Q. What is a fixed amount award?
A. Fixed amount awards are a type of grant agreement with payments based on outcomes achieved rather than reimbursement for actual costs incurred. This type of award reduces some of the administrative burden and record-keeping requirements for both the recipient and CDFA. While payment is based on outcomes achieved, fixed amount awards must comply with the federal cost principles and the program requirements described in the RFCP.
2. Q. Why did the fixed amount award category change from 2016?
A. Fixed amount awards address urgent priorities faced by California's specialty crop industry and may change year to year based on current issues. Technical assistance for workforce issues is a time sensitive need that was identified for 2017. Proposals submitted to this category should seek to address workforce concerns throughout the specialty crop supply chain, including conforming to labor regulations, securing skilled and unskilled workers, and training the existing workforce to effectively utilize new technologies.
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FAAST APPLICATION

1. Q. Is signing up for FAAST required to submit a concept proposal?
A. All applicants must sign up for a FAAST account in order to access and submit a concept proposal application. No applications will be accepted outside of the FAAST system.
2. Q. What should an applicant do if they are experiencing difficulties with FAAST?
A. Applicants experiencing difficulties using FAAST should contact the FAAST Help Desk at (866) 434-1083 or FAAST_ADMIN@waterboards.ca.gov. All communications should reference the 2017 Specialty Crop Block Grant Program along with the proposal identification number (PIN).
3. Q. Who will CDFA notify regarding whether a concept proposal moves forward?
A. CDFA will email the Project Director, Project Manager, and Submitter listed on the application in FAAST. 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.

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

4. Q. Is there a mechanism in FFAST for applicants to indicate whether they have institutional approval to submit a concept proposal?
A. There is no mechanism in FFAST to indicate institutional approval. It is each organization's responsibility to ensure their employees are aware of any institutional policies regarding the submission of grant applications.
5. Q. Can corrections be made to a concept proposal that has already been submitted in FFAST?
A. Corrections can be made to a concept proposal that has already been submitted in FFAST. Applicants should contact the FFAST Help Desk at (866) 434-1083 or FAAST_ADMIN@waterboards.ca.gov and reference the 2017 Specialty Crop Block Grant Program along with their PIN and FFAST will make the concept proposal available; however, applicants are still required to resubmit their revised proposal before the submission deadline. All requests must be received within a reasonable amount of time before the submission deadline and no changes can be made after the submission deadline.
6. Q. FFAST requires applicants to identify a Regional Water Board. What should an applicant located outside of California select?
A. Applicants outside of California should identify the Regional Water Board where project activities will take place or that will ultimately be impacted by the results of their project. Projects that will impact more than one region may select "Statewide."
7. Q. What is the best way for multiple individuals to work on the same application?
A. It is up to the applicant to determine the best way to facilitate collaboration among individuals working on a project. The applicant organization can decide to share a single FFAST account among multiple users working on an application or create multiple FFAST accounts. However, be sure to communicate to avoid saving over another user's work.
8. Q. Do individuals that have served as a reviewer in the past and already have a FFAST account need to sign up for a new account?
A. Individuals who already have a FFAST account may use their existing account to access the 2017 SCBGP application.
9. Q. What is the difference between the applicant organization and the submitting organization?
A. The applicant organization is the entity that would enter into the agreement with CDFA and receive grant funds. The submitting organization is the entity that submits the proposal in the FFAST system on behalf of the applicant. In most cases, these organizations are the same; however, if different, the proposal should disclose the submitting organization in order to prevent conflicts of interest during the review process.
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FUNDING AREA AND FUNDING CATEGORY

1. Q. Can an applicant select more than one funding category for a single proposal?
A. Only one funding category can be selected for each proposal in FFAST. Although a project may address elements of more than one funding category, it is up to the applicant to determine the most appropriate funding category for their proposal.

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

2. Q. Can an applicant submit proposals to multiple funding areas and funding categories? Can an applicant submit multiple proposals within the same funding category?
A. Applicants can submit multiple proposals to different funding categories (within the same funding area or a different funding area) as well as within the same funding category. However, each proposal submitted, regardless of funding area or category, must be for a unique project. In addition, applicants should only submit the number of proposals their organization would be able to administer if all were ultimately awarded funding.
 3. Q. Can applicants submit multiple linked proposals to different funding categories?
A. Although applicants are allowed to submit multiple proposals to different funding categories, it must be clear that the activities of each proposal are not duplicative. In addition, each project is evaluated on its individual merits and it is possible that one project could receive funding but not the other.
 4. Q. Are certain funding categories likely to receive more funding than others?
A. Each proposal is evaluated on its individual merit. Funding for each category is determined solely on the merits of the proposals submitted.
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PROGRAM PRIORITIES

1. Q. Why do program priorities change each year?
A. The program priorities are reviewed annually and revised based on feedback from the specialty crop industry, the technical reviewers, the public, and based on the department's priorities and changes to the program at the federal level. A project addressing a prior-year program priority could still be eligible under the program as long as it was also able to address at least one of the 2017 program priorities.
 2. Q. Can a proposal address more than one program priority? Does identifying more priorities make a proposal more competitive?
A. A proposal may address multiple program priorities. However, there is no priority given to projects that address multiple program priorities.
 3. Q. Can a proposal identify program priorities from multiple funding categories?
A. A proposal may identify program priorities from other funding categories that the project will address. However, all proposals must address at least one program priority from the funding category identified.
 4. Q. Do proposals that identify California Grown Promotion program priority one have to incorporate multiple specialty crops?
A. California Grown Promotion program priority one is for projects that are specifically focused on multi-commodity promotion. Other program priorities may be more appropriate for proposals focused on marketing efforts for a single specialty crop.
 5. Q. Do proposals that identify California Grown Promotion program priority two have to focus on local, regional, and international markets?
A. Proposals that identify California Grown Promotion program priority two are only required to focus on local, regional, or international markets. A focus on all three is not required.
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2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

PROJECT PURPOSE

No questions at this time.

PRIOR YEAR SCBGP PROJECTS

1. Q. Can an organization submit a proposal that builds on a prior year SCBGP project awarded to a different organization? Is it required to collaborate with the PIs of the previous project?
A. There is no prohibition against submitting a proposal that builds upon a prior year project by another organization and it is not required for applicants to collaborate with PIs of a previous project. However, the applicant must have sufficient access to the prior project to demonstrate how their proposal differs from and builds upon the prior project.
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PROJECT SUSTAINABILITY

No questions at this time.

PROJECT BENEFICIARIES

1. Q. What is meant by project beneficiaries?
A. Project beneficiaries are the people, groups, commodities, etc. that will benefit from a project. Stating that a project will benefit the entire specialty crop industry is not an appropriate response for this question; CDFA wants to see a realistic estimate of the actual number of people that may be impacted by a project. For example, the number listed here could be the number of people receiving training as the result of an education project, or the number of growers of a specific specialty crop that will be impacted by the results of a research project.
 2. Q. How can an applicant estimate the number of beneficiaries that will be impacted by a project?
A. CDFA is unable to advise applicants on how to determine the expected number of beneficiaries for their project. However, reviewing the annual and final reports available on CDFA's SCBGP website may be helpful in illustrating how past recipients have determined their project beneficiaries.
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OUTCOME MEASURES

1. Q. Are applicants required to select all of an indicator's associated sub-indicators?
A. Applicants must identify at least one outcome measure, at least one associated indicator, and, if applicable, at least one associated sub-indicator. If an applicant selects an indicator with multiple associated sub-indicators, it is not required to select all sub-indicators.
2. Q. The RFCP states that applicants must enter verbatim the outcome measure(s) the project will achieve. Does this also apply to indicators and sub-indicators?
A. All outcome measures, indicators, and sub-indicators must be copied verbatim from the Outcome Measures Supplement. The outcome measures, indicators, and sub-indicators have been developed by USDA for nationwide reporting purposes and cannot be altered in any way.
3. Q. Should applicants quantify the indicator(s) identified for their chosen outcome measure(s)?
A. During the concept proposal phase, applicants are asked to identify the outcome measure(s) and indicator(s) of success, and to explain how the project will accomplish the outcome measure(s) and

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

indicator(s) identified. If known, applicants are encouraged to provide a quantified estimate for each indicator identified; however, a number is not required at this point. If invited to submit a grant proposal, applicants will be asked to provide more detail.

4. Q. Do projects that address more than one outcome measure receive higher priority for funding?
A. There is no priority given to projects that address more than one outcome measure.
 5. Q. Are there specific requirements for outcome measures for marketing projects?
A. All proposals submitted to California Grown Promotion funding category and any other proposals that meet the definition of marketing and promotion as described in the Outcome Measures Supplement must select outcome measure one. At this time, baseline and target sales figures are not required. However, applicants will be required to provide these numbers if advanced to the grant proposal phase.
 6. Q. What is an appropriate way to measure change in sales?
A. There are multiple ways of to measure a change in sales. Each applicant must determine the most appropriate method for their project and the data available. However, changes in sales must be based on actual sales data. For example measuring change by comparing quarterly sales reports would be appropriate; counting social media impressions or survey responses would not.
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PROJECT DURATION

No questions at this time.

WORK PLAN AND OUTREACH

1. Q. Should a project timeline be included in the application as an attachment?
A. Applicants should use the work plan question in the FFAST application to describe their project's activities and the estimated timeframe when the activities will occur. The only required attachment during the concept proposal phase is the budget template. The Technical Review Committee is not required to review any additional attachments and additional attachments cannot be used to circumvent the character limits for each question. For these reasons, applicants are discouraged from relying on additional attachments to support or explain their concept proposal.
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BUDGET TEMPLATE

1. Q. Where can applicants download the budget template?
A. There is a link to download the budget template on page 14 the 2017 RFCP as well as under question 11 in the FFAST application.
2. Q. Is there a limit on the amount of salary that can be requested for an individual?
A. There is no limit on the amount of salary that can be requested for an employee of the applicant organization and the amount requested should be based on their organization's established policy. The amounts listed under salary and wages in the budget template should only reflect the portion of time an employee will spend working on the grant. For example, if a full time employee with an annual salary of \$100,000 spends five percent of their time working on grant activities, only \$5,000 should be charged to the grant to cover their time spent on grant activities. However, please note that salary and wages for contractors may not exceed the GS-15, Step 10 rate for their area.

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

Contractor costs exceeding the GS-15, Step 10 rate must be paid from a source other than SCBGP funds unless a justification is provided and approved by CDFA and USDA. Please use the 2016 General Schedule (GS) Locality Pay Tables available here in developing a contractual cost estimate: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>.

3. Q. Can an organization hire new staff to work on project activities? Can the cost of the new hire's salary be included in the budget request?
A. An applicant organization is allowed to hire new staff needed to work on project activities and the cost of the new hire's salary would be included in the salary and wages section of the budget template.
4. Q. What are fringe benefits?
A. Fringe benefits are allowances and services provided by employers to their employees as compensation in addition to regular salaries and wages. Fringe benefits should follow an organization's established policy and may include, but are not limited to, the costs of leave (vacation, family-related, sick, or military) employee insurance, pensions, and unemployment benefit plans. Please refer to [2 CFR 200.431](#) for more information.
5. Q. Is travel required for each project?
A. Travel is not required for projects submitted to the SCBGP. It is up to the applicant to determine whether travel costs are needed to support project activities. However, food safety research proposals submitted to the Center for Produce Safety (CPS) require project managers to travel to the annual CPS Research Symposium. Please review CPS's Request for Proposals, available at www.centerforproducesafety.org, for more information.
6. Q. What are indirect costs and is there a maximum rate? Does charging an indirect rate less than the maximum make a proposal more competitive?
A. 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. Typically, these involve costs to run an organization as a whole, including administrative staff salaries, information technology services, rent, utilities, internet and telephone service, general use office supplies, insurance, and maintenance. The maximum amount of indirect costs an organization can request is eight percent of total personnel costs (budget category A. Salary and Wages plus category B. Fringe Benefits). There is no additional consideration given to proposals requesting less than the maximum indirect rate; however, proposals with indirect costs exceeding eight percent may be disqualified.
7. Q. Can SCBGP funds be used to construct an educational school garden?
A. Costs to build an educational garden may be allowable if necessary to the success of the project and the educational garden will solely benefit specialty crops. Applicants should review the appropriate cost principles for their organization to verify the allowability of individual costs.
8. Q. Can SCBGP funds be used to improve land?
A. SCBGP funds cannot be used for capital improvements, which are expenditures to acquire capital assets or make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations, or alterations to capital assets that materially increase their value or useful life. Land grading and any permanent construction would be an unallowable cost because it improves the value of the land. However, an applicant could use cost share to pay for capital

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

improvement costs and use SCBGP funds to pay for allowable costs, such as purchasing plants or seeds, soil amendments, etc.

9. Q. Should the brief description for Category F. Contractual include a breakdown of all the individual budget categories such as personnel, fringe, and travel for each contractor?
A. The amount requested for category F should include all associated costs for each contractor; however, a detailed breakdown of all the individual costs for each contractor is not needed at this time. In the brief description column, list the services to be provided and the contractors that will work on the project, if known. Applicants will be asked to provide a detailed breakdown of the costs for each contractor if the project moves forward to the grant proposal phase.
10. Q. Are contractors allowed to charge indirect costs? If so, is there a maximum amount? Where should these costs be listed in the budget template?
A. Each contractor is allowed to claim indirect costs up to eight percent of their respective personnel costs. Each contractor's requested indirect costs should be included within the amount requested for category F. Contractual. Do not combine contractual indirect with applicant indirect in category H; this will make the indirect rate appear to exceed the eight percent maximum and could result in disqualification.
11. Q. What is program income?
A. Program income refers to net income generated during the grant period by a supported project activity or earned as a direct result of the award. If a project will generate program income, applicants must provide a description of how it will be generated and how it will be used to solely enhance specialty crops. Program income cannot be used as a net profit and it must be spent before the end of the grant period in accordance with restrictions on allowable and unallowable costs and activities.
12. Q. If a project has the potential to generate income after the end of the grant duration, how should this be addressed in the proposal?
A. Applicants are only required to report program income that is generated during the grant period. However, the proposal should make clear that the results of the project, including any income generated as a result of project activities, will benefit the specialty crop industry rather than the applicant organization.
13. Q. Is the budget net or gross?
A. The budget should be gross costs that are allowable, appropriate, and necessary to complete the project objectives. If program income will be generated as a result of the project activities, it should be disclosed in the budget template and used to further the objectives of the project.

GRANT PROPOSAL PHASE

1. Q. What percentage of proposals make it through each phase? Does USDA ever decline SCBGP proposals?
A. About 50-60 percent of concept proposals are invited to submit grant proposals and about 40-50 percent of grant proposals are submitted to USDA for consideration. These percentages vary each year and depend on the individual grant requests and CDFA's SCBGP allocation. Historically, USDA has not declined SCBGP proposals submitted by CDFA. However, USDA does have final decision making authority, so it is possible for a proposal submitted by CDFA to be declined.

2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

2. Q. Can substantial changes to a project's budget or activities be made between the concept proposal and grant proposal phase?
- A. Applicants may revise and refine their project during the grant proposal phase, as some degree of change is anticipated in response to grant proposal requirements and feedback provided. However, substantial changes to a project's budget or activities are discouraged. There are no requirements regarding the maximum amount that the budget may change; however, drastic changes (+/- 20 percent) may be questioned. CDFA cannot anticipate how substantial changes to a project's scope or budget will be viewed by the Technical Review Committee.
3. Q. Can project participants and cooperating entities change between the concept proposal and grant proposal phase?
- A. Project participants (including project manager, project director, staff, and contractors), as well as cooperating entities can change between the concept proposal and grant proposal phase. However, CDFA cannot anticipate how changes would be viewed by the Technical Review Committee.
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COST SHARE

1. Q. Can unallowable costs necessary to accomplish the project objectives be paid for with cost share?
- A. Applicants should use cost share to cover any unallowable costs and activities that are needed to accomplish their project objectives. In the concept proposal, only describe costs and activities that will be paid for with SCBGP funds; do not include any unallowable costs or activities that will be paid for with cost share. If the proposal advances to the grant proposal phase, the applicant will be asked to provide additional detail about funding sources and activities that will be paid for with cost share.
2. Q. If an organization has an indirect cost rate agreement that exceeds the SCBGP program requirement can the difference be considered cost share?
- A. The difference between the applicant's indirect cost rate and the program limit of eight percent of personnel costs can be considered cost sharing. This extends to items of cost treated as direct costs by the applicant organization, but defined as indirect by the RFCP.
3. Q. Is cost share required?
- A. Cost share is not required and each year projects are funded that have no cost share. However, the Technical Review Committee may view cost share as an indicator of industry support.
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REVIEW PROCESS

1. Q. Do the Technical Review Committee members change between the concept proposal phase and the grant proposal phase?
- A. The Technical Review Committee does not typically change members between the concept proposal phase and the grant proposal phase. Generally, the same members review the concept proposals and grant proposals.
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2017 SPECIALTY CROP BLOCK GRANT PROGRAM
PHASE I, CONCEPT PROPOSAL
QUESTIONS AND ANSWERS (Q&A)
OCTOBER 26, 2016

GRANT MANAGEMENT

1. Q. If selected, when do recipients receive their funding?
A. Conventional award recipients must submit invoices to CDFA for reimbursement of actual expenditures. Invoices must be submitted at least quarterly, but not more frequently than monthly, in arrears. In certain cases, recipients may be eligible to receive an advance payment (not exceeding 10 percent of the total award) to cover project expenditures. Funding for fixed amount awards will be distributed in one of two ways: In several partial payments, the amount of each agreed upon in advance, and the “milestone” or event triggering the payment also agreed upon in advance; or in one payment upon completion of the project. Applicants invited to the grant proposal phase will develop a budget based on milestones achieved during the activities of the project, or upon successful completion of the project.
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CALIFORNIA GROWN

1. Q. Do applicants have to be a member of the Buy California Marketing Agreement (BCMA) in order to submit a proposal to the California Grown Promotion funding category?
A. Applicants do not have to be a member of BCMA in order to submit a proposal to the California Grown Promotion funding category.
2. Q. What is the definition of California Grown Identity?
A. The phrase California Grown Identity refers to specialty crops grown within the state of California and can be used by applicants to the California Grown Promotion funding category whether or not they are a member of BCMA. Leveraging California Grown Identity messaging and promoting multiple commodities has proven to be an effective way to maximize return on projects. Projects submitted to the California Grown Promotion funding category should focus on highlighting specialty crops grown in California.
3. Q. Do projects submitted to the California Grown Promotion funding category have to incorporate the CA GROWN logo?
A. Applicants are not required to use the CA GROWN name or blue and yellow license plate logo in their projects. However, applicants that choose to use the CA GROWN name and logo must be members of BCMA.
4. Q. Are proposals submitted to the California Grown Promotion funding category required to involve multiple specialty crop organizations? Could an applicant partner with a tourism or visitor's bureau?
A. Proposals submitted to the California Grown Promotion funding category are not required to involve multiple specialty crop organizations. It may be acceptable for a project to involve a tourism or visitor's bureau, depending on the nature of the project.