

W E L C O M E

Order of Presentations:

Specialty Crop Block Grant Program Solicitation Process

Concept Proposal Application Questions

Outcome Measures

Financial Assistance Application Submittal Tool (FAAST) Demonstration

Questions will be answered following each presentation



California Department of Food and Agriculture
Office of Grants Administration

2016 Specialty Crop Block Grant Program Solicitation Process





2016 Request for Concept Proposals

- About the Program
- Other Federal Grant Programs
- Solicitation Process and Timeline
- Funding Areas, Funding Categories and Program Priorities
- Fixed Amount Awards
- How to Apply
- Concept Proposal Questions, Scoring, and Review Criteria
- Requirements and Limitations
- Review and Notification
- Assistance and Questions



About the Program

- Annual competitive solicitation process conducted by the California Department of Food and Agriculture (CDFA).
- Purpose is to award funds for projects that solely enhance the competitiveness of California specialty crops.

Projects must focus solely on specialty crops



Changes to the Program for 2016

- USDA Outcome Measures
- Project Duration, End Date
- Funding Areas and Funding Categories
- Indirect Costs
- Fixed Amount Awards



What are Specialty Crops?

- Fruits, vegetables, and tree nuts
- Culinary and medicinal herbs and spices
- Nursery, floriculture, and horticulture crops

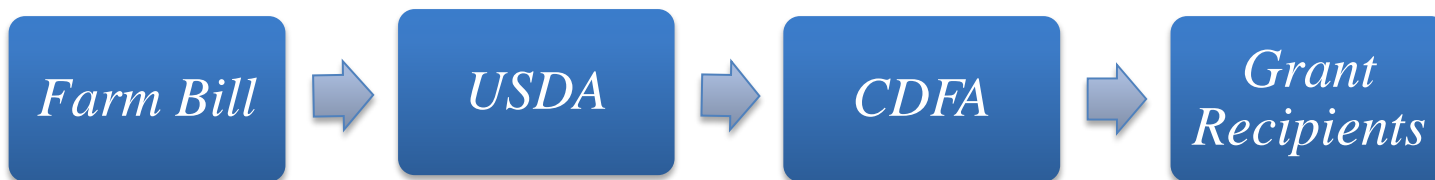
For a list of eligible specialty crops, visit:

www.ams.usda.gov/scbgp



Funding and Duration

- Specialty Crop Block Grant funding is authorized by the 2014 Farm Bill.



- Project Grant Amounts:
\$50,000 - \$450,000
- Project Duration:
October 1, 2016 – March 31, 2019



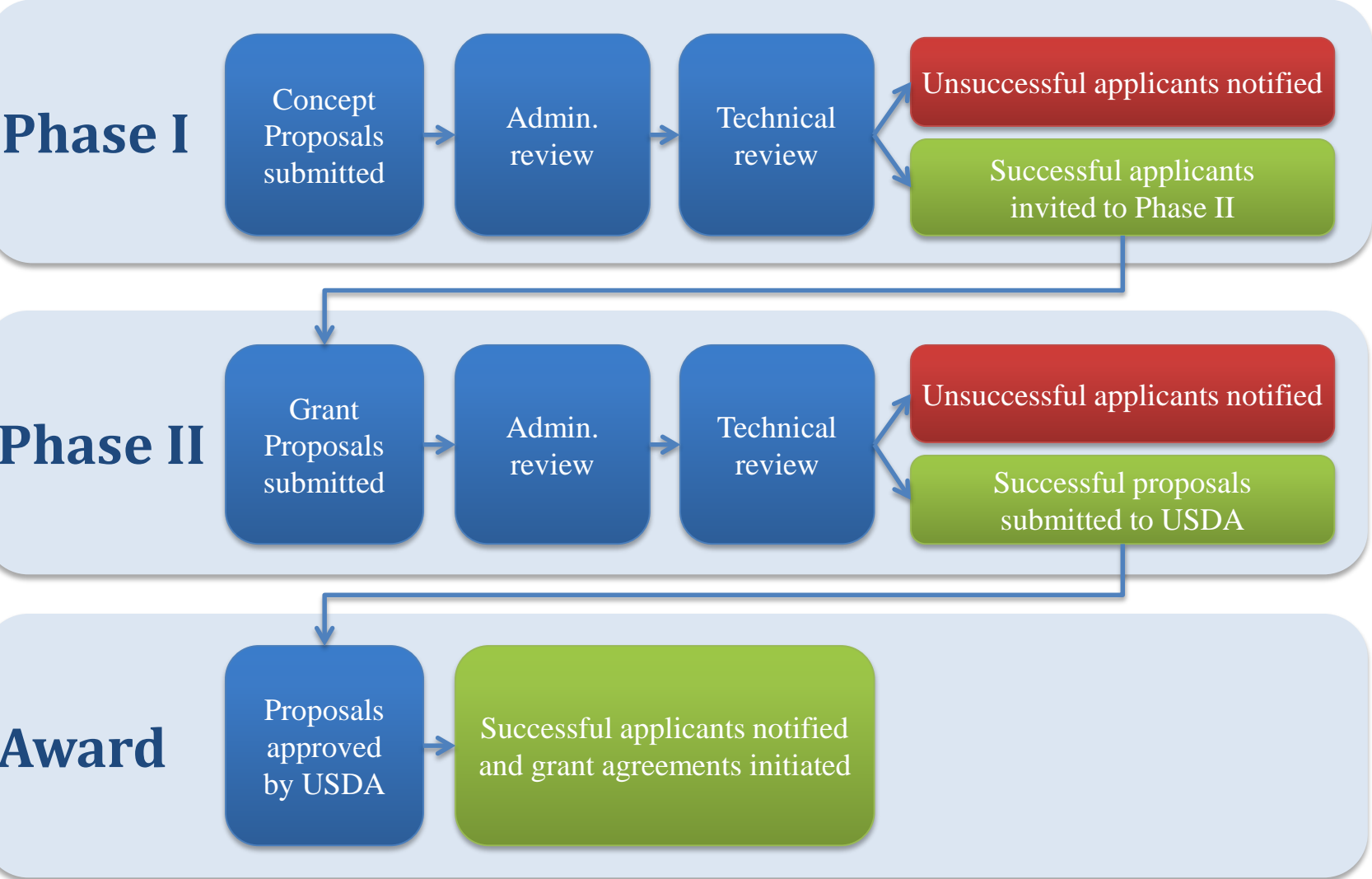
Eligibility

- The following organizations are eligible to apply:
 - Non-profit and for-profit organizations
 - Local, state, federal, and tribal governments
 - Public and private colleges and universities
- Individuals are not eligible to apply

Funds cannot benefit a single organization, institution, or individual



Solicitation Process





Two Levels of Review

- Administrative
 - Internal: Conducted by CDFA
- Technical
 - External: Conducted by Technical Review Committee

To volunteer as a Technical Reviewer, visit:
<http://www.cdfa.ca.gov/grants>



Solicitation Timeline

Phase I: Concept Proposal

Release Request for Concept Proposals

October 28, 2015

Workshops and Webinars

November 2–13, 2015

Concept Proposals Due

December 4, 2015, 5:00 pm PST

Phase II: Grant Proposal *(by invitation only)*

Invitation to Submit Grant Proposals

February 2016

Grant Proposals Due

March 20, 2016, 11:59 pm PST

Grant Proposals to USDA for Approval

July 2016

Award

Announce and Award Funding

October 2016



Funding Areas and Categories

- **Funding Area I: Market Enhancement**
 - Market Enhancement Category A: California Grown Promotion
 - Market Enhancement Category B: Market Expansion and Access
- **Funding Area II: Training and Education**
 - Training and Education Category A: Specialty Crop Nutrition Education
 - Training and Education Category B: Equipping Current and Next Generation Specialty Crop Farmers
- **Funding Area III: Research**
 - Research Category A: Environmental Stewardship and Conservation
 - Research Category B: Plant Health and Pest Management
 - Research Category C: Food Safety (*Separate proposal solicitation*)
- **Fixed Amount Award: Food Safety Modernization Act**
- **Fixed Amount Award: Adaptation to Drought**



I. Market Enhancement:

A. California Grown Promotion

- Projects that enhance the marketability and long-term competitiveness of specialty crops by leveraging the California Grown identity.
- **Program Priorities:**
 - Expanding opportunities for specialty crop producers, marketing orders and other specialty crop stakeholders through innovative marketing and promotional activities that incorporate multiple specialty crop products.
 - Creating economic opportunities for specialty crop producers through specialty crop market development activities that focus on local, regional and international markets by leveraging the California Grown identity.
 - Emphasizing the quality, food safety and healthy lifestyle benefits of specialty crops leveraging the California Grown identity.
 - Developing environmental stewardship educational initiatives that expand the consumer marketability of California specialty crops leveraging the California Grown identity.



I. Market Enhancement:

B. Market Expansion and Access

- Projects that increase the competitiveness of California specialty crops by expanding the specialty crop consumer market or improving availability of specialty crops to California consumers.
- **Program Priorities**
 - Increasing the availability of specialty crops in homes, schools, the work place and underserved communities.
 - Increasing capacity for small-scale specialty crop production and distribution into urban communities.
 - Increasing demand for specialty crops through targeted market efforts.
 - Examining the feasibility of commercially managing or cultivating native food plants.



II. Training and Education:

A. Specialty Crop Nutrition Education

- Projects that improve the public's knowledge and understanding of specialty crop agriculture and its beneficial importance to the health and well-being of all Californians.
- **Program Priorities:**
 - Improving awareness among adults and seniors of the health benefits of California specialty crops.
 - Education to promote increased specialty crop consumption among children to develop lifelong healthy habits.
 - Increasing consumption of California specialty crops through education that furthers integration of specialty crops into a healthy diet.
 - Increasing knowledge of how to produce, prepare or preserve specialty crops.



II. Training and Education:

B. Equipping Current and Next Generation Specialty Crop Farmers

- Projects that benefit current and future specialty crop farmers through education and training.
- **Program Priorities**
 - Training and equipping the next generation of young beginning and urban farmers in agronomic, economic, and environmental stewardship skills.
 - Creating and implementing workforce training programs to maintain the technical skills required to keep the California specialty crops sector competitive.
 - Introducing and recruiting young people to the variety of specialty crop career opportunities.
 - Develop and implement training to support specialty crop producers in adopting the requirements of the Food Safety Modernization Act.
 - Support research to spur innovation and solve production issues.



III. Research:

A. Environmental Stewardship and Conservation

- Projects that enhance soil health and conservation of agricultural land, water, habitat, and biodiversity, as well as proposals that address agriculture's specialty crop contribution to adaptation and/or mitigation of climate change.
- **Program Priorities**
 - Develop strategies and tools to enable specialty crop growers to adapt to climate change by reducing greenhouse gas emissions and sequestering carbon.
 - Develop innovations in water use efficiency and drought resilience.
 - Improve soil health and nutrient management.
 - Expand organic and sustainable production practices.



III. Research:

B. Plant Health and Pest Management

- Projects that address pests and diseases that affect the production of California's specialty crops.
- **Program Priorities**
 - Develop new tools to detect, eradicate and control pests and diseases.
 - Prevent and manage pests and diseases to minimize economic and environmental harm to specialty crop growers.
 - Enhance speed and reliability of detection methods.
 - Utilizing innovative solutions to address threats, including engineering or cultural solutions.



III. Research:

C. Food Safety

- Partnership with the Center for Produce Safety (CPS)
- Separate solicitation

For more information, visit:
www.centerforproducesafety.org



Fixed Amount Awards

- **Food Safety Modernization Act**
 - Practical on-the-farm projects that assist California specialty crop farmers in meeting the standards developed by the U.S. Food and Drug Administration's Food Safety Modernization Act (FSMA).
- **Adaptation to Drought**
 - Practical on-the-farm projects that assist specialty crop farmers in adapting to California's historic drought with methods that reduce water use or improve efficiency.

Projects cannot exceed \$150,000
Project duration cannot exceed two years



How to Apply

- Partnership with State Water Resources Control Board
- Online application form: FFAST
- User account needed



Financial Assistance Application Submittal Tool (FFAST):
<https://faast.waterboards.ca.gov>



Elements of the Concept Proposal

- Organization Type
- Funding Area and Funding Category
- Project Purpose
- Prior Year SCBGP Projects
- Sustainability
- Potential Impact
- Outcome Measures
- Outreach Plan
- Project Duration
- Work Plan
- Budget



Requirements and Limitations

- 2016 USDA Guidance
- State, local or Indian tribal governments, non-profit organizations, colleges and universities will be subject to 2 CFR 200, Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards.
- For-profit organizations will be subject to 48 CFR Subpart 31.2.
- Allowable and Unallowable Costs



Grounds for Disqualification

- Proposals from individual applicants
- Proposals from applicants with an active exclusion on the federal System for Award Management (SAM – www.sam.gov).
- Incomplete proposals
- 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 objective(s).



Assistance and Questions

- CDFA will conduct four rounds of Questions and Answers (Q&A) to address general questions.
- Email questions to: grants@cdfa.ca.gov
- Q&A will be posted to the CDFA website: www.cdfa.ca.gov/grants
- To ensure fair competition, CDFA will not answer questions outside of the Q&A process.

*Final deadline to submit questions:
November 30, 2015 by 8:00 am PST*



Resources

CDFA, Office of Grants Administration

Website	www.cdfa.ca.gov/grants
Email	grants@cdfa.ca.gov

Center for Produce Safety

Website	www.centerforproducesafety.org
Telephone	(530) 554-9706

USDA, Agricultural Marketing Service

Website	www.ams.usda.gov/scbgp
---------	--

Questions

