



WELCOME

Order of Presentations:

Specialty Crop Block Grant Program Solicitation Process

Concept Proposal Application Questions

Financial Assistance Application Submittal Tool (FAAST)

Grant Writing Tips

California Grown Promotion



California Department of Food and Agriculture
Office of Grants Administration

2018 Specialty Crop Block Grant Program Solicitation Process



2018 Request for Concept Proposals

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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.

Funds cannot benefit a single organization, institution, or individual



Farm Bill and Program Funding

- Funding for the 2018 Specialty Crop Block Grant Program is contingent upon passage of a Farm Bill and available funding from the United States Department of Agriculture, Agricultural Marketing Service (USDA, AMS).



What are Specialty Crops?

- Fruits, including dried fruits, vegetables, and tree nuts
- Culinary and medicinal herbs and spices
- Nursery, floriculture, and horticulture crops
- Does not include eggs, meat, dairy, etc.
- Does not include grain
- Cannabis is not a specialty crop

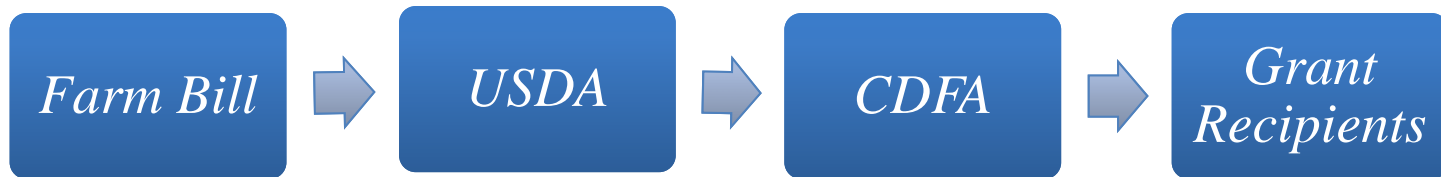
For a list of eligible specialty crops, visit:

www.ams.usda.gov/scbgp



Funding and Duration

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



- Project Grant Amounts:
\$25,000 - \$300,000
- Project Duration:
November 1, 2018 – April 30, 2021

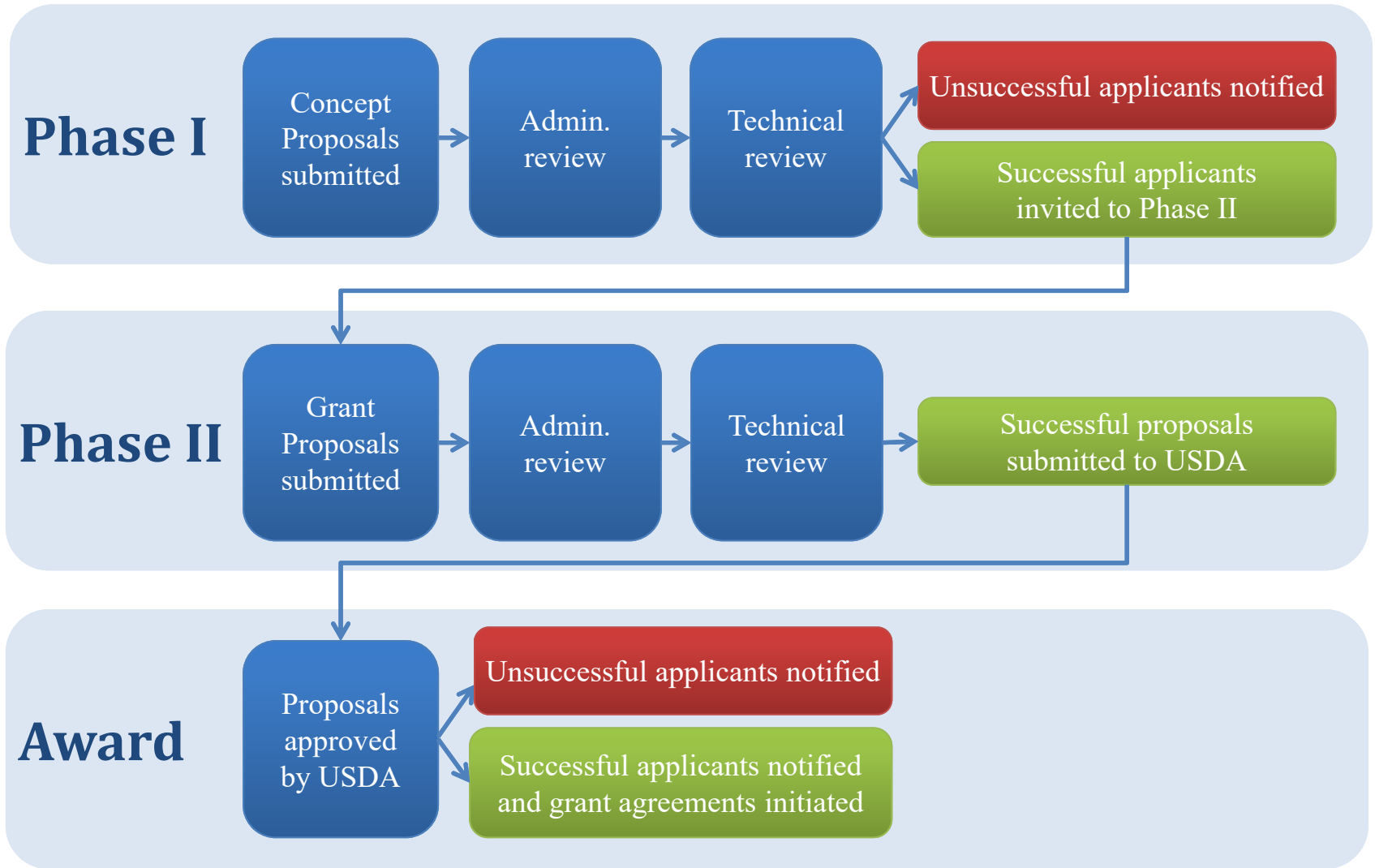


Eligibility

- 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



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	September 12, 2017
Workshops and Webinars	September 19–28, 2017
Concept Proposals Due	October 13, 2017, 5:00 pm PST
Phase II: Grant Proposal <i>(by invitation only)</i>	
Invitation to Submit Grant Proposals	January 2018
Grant Proposals Due	February 5, 2018, 5:00 pm PST
Grant Proposals to USDA for Approval	May 2018
Award	
Announce and Award Funding	Fall 2018



Funding Areas and Categories

- **Funding Area I: Market Enhancement**
 - Market Enhancement Category A: California Grown Promotion
- **Funding Area II: Training and Education**
 - Training and Education Category A: Specialty Crop Access and 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**
- *You must choose one funding area and one funding category.*



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 leveraging the California Grown identity.
 - 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.
 - Promoting California Grown specialty crops by highlighting the diverse stories of California's specialty crop farmers and/or California's rich agricultural history.



II. Training and Education:

A. Specialty Crop Access and Nutrition Education

- Projects that improve the public's access to, consumption of, knowledge and understanding of specialty crop agriculture and its beneficial importance to the health and well-being of all Californians.
- **Program Priorities:**
 - Education to promote increased specialty crop consumption to develop healthy habits.
 - Increasing knowledge of how to produce, prepare, or preserve specialty crops.
 - Increasing the awareness of, and demand for, locally sourced specialty crops.
 - Increasing the availability of specialty crops in homes, schools, the workplace, hospitals, prisons, and in other underserved communities.
 - Increasing capacity for specialty crop production and distribution into underserved urban and rural communities.



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**
 - Train and equip the next generation of young, beginning, and urban farmers in agronomic, economic, and environmental stewardship skills.
 - Introducing and recruiting young people to the variety of specialty crop career opportunities.
 - Provide support to specialty crop producers in adopting the requirements of the Food Safety Modernization Act.
 - Provide training to support specialty crop producers in environmentally responsible farming methods.
 - Create and implementing workforce training programs to maintain the technical skills required to keep the California specialty crops sector competitive.



III. Research:

A. Environmental Stewardship and Conservation

- Projects that enhance soil health, conservation of agricultural land and water, and address specialty crop agriculture's 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 by identifying specific specialty crop management practices that build the soil organic matter content.
 - Research to develop new methods to expand organic and/or 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**
 - Developing new tools to detect, eradicate, and control pests and diseases.
 - Preventing and managing pests and diseases to minimize economic and environmental harm to specialty crop growers.
 - Enhancing 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

CPS CENTER *for* **PRODUCE SAFETY**

For more information, visit:
www.centerforproducesafety.org



Fixed Amount Awards

Food Safety Modernization Act

- Projects that assist California's specialty crop growers, farmers, producers and manufacturers in adopting the requirements of and meeting standards for the Food Safety Modernization Act.

*Reviewed by the Equipping Current and Next
Generation Specialty Crop Farmers Technical
Review Committee*



Fixed Amount Awards

- Cannot request funding that exceeds \$150,000
- Cannot have a timeframe that exceeds two years
- Fixed amount awards will be paid 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, and set forth in the award; or
 - In one payment upon completion.

For further detail, visit 2018 RFCP



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
- Program Priorities
- Project Purpose
- Project Goals
- Outcome Measures
- Project Success
- Project Duration
- Budget



Requirements and Limitations

- 2018 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).
- Incomplete proposals, including proposals with one or more unanswered questions and/or missing, blank, unreadable, corrupt, or otherwise unusable attachments.
- 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, including indirect costs that exceed the limit set forth in this document.



Assistance and Questions

- CDFA will conduct three 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:
October 9, 2017 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

