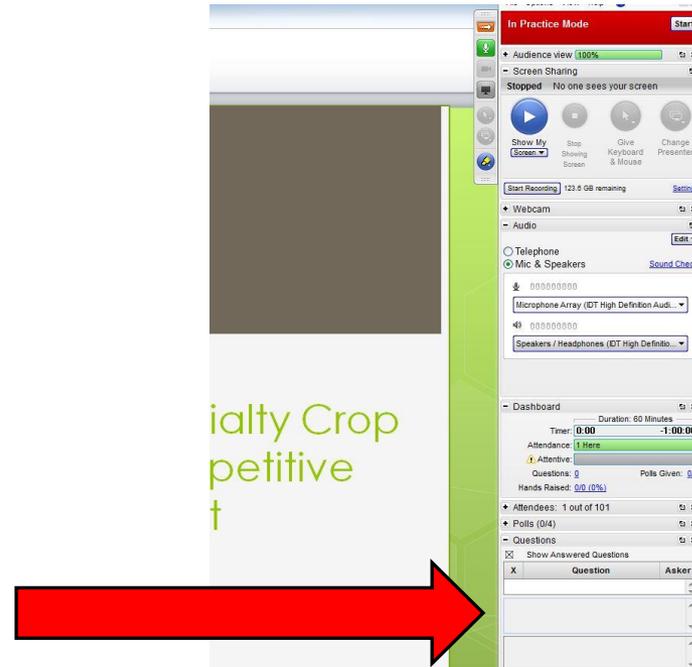




Specialty Crop
Competitive
Grant

Housekeeping

- Participants on mute
- Ask questions anytime
- Provide questions via the box as seen below



Overview

- What is a Specialty Crop?
- **What is new?**
 - Tier I & Tier II
 - USDA Evaluation Plan
 - Funding priorities
- Application cycle
- Funding cycle
- Letter of Intent vs. Full Proposal
- Reporting Requirements
- Questions

Specialty crops:

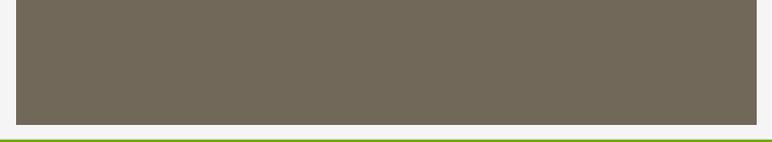
- All Fruit
- Tree nuts
- All vegetables
- Culinary Herbs & Spices
- Medicinal Herbs & plants
- All nursery, floriculture & horticultural crops
- Honey
- Turfgrass
- Birch syrup
- Tea leaves
- Annual bedding plants, flowering plants, potted plants
- Cut flowers

The USDA maintains a list of eligible specialty crops on its website: www.ams.usda.gov/scbgp.

NON SPECIALTY CROPS

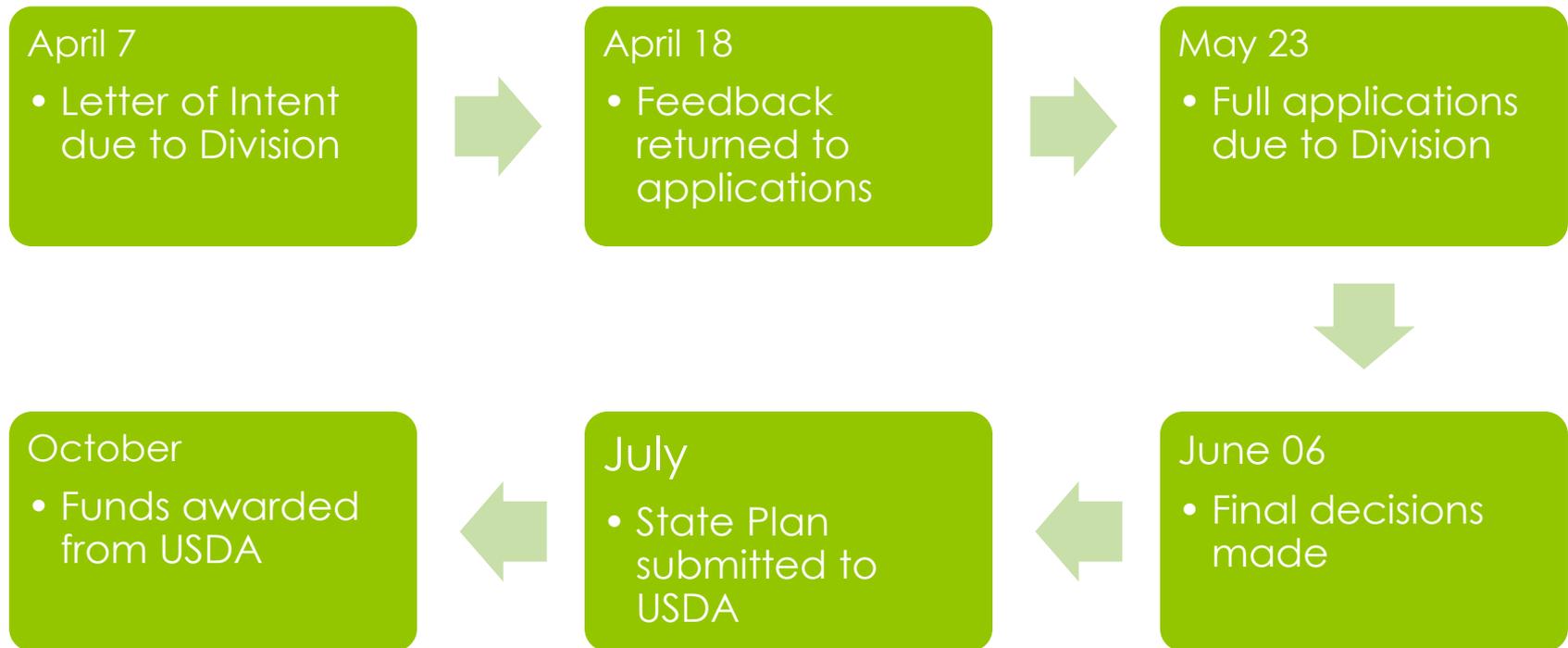
- Grains
- Dairy
- Livestock
- Eggs
- Corn
- Hay
- Sugar beets



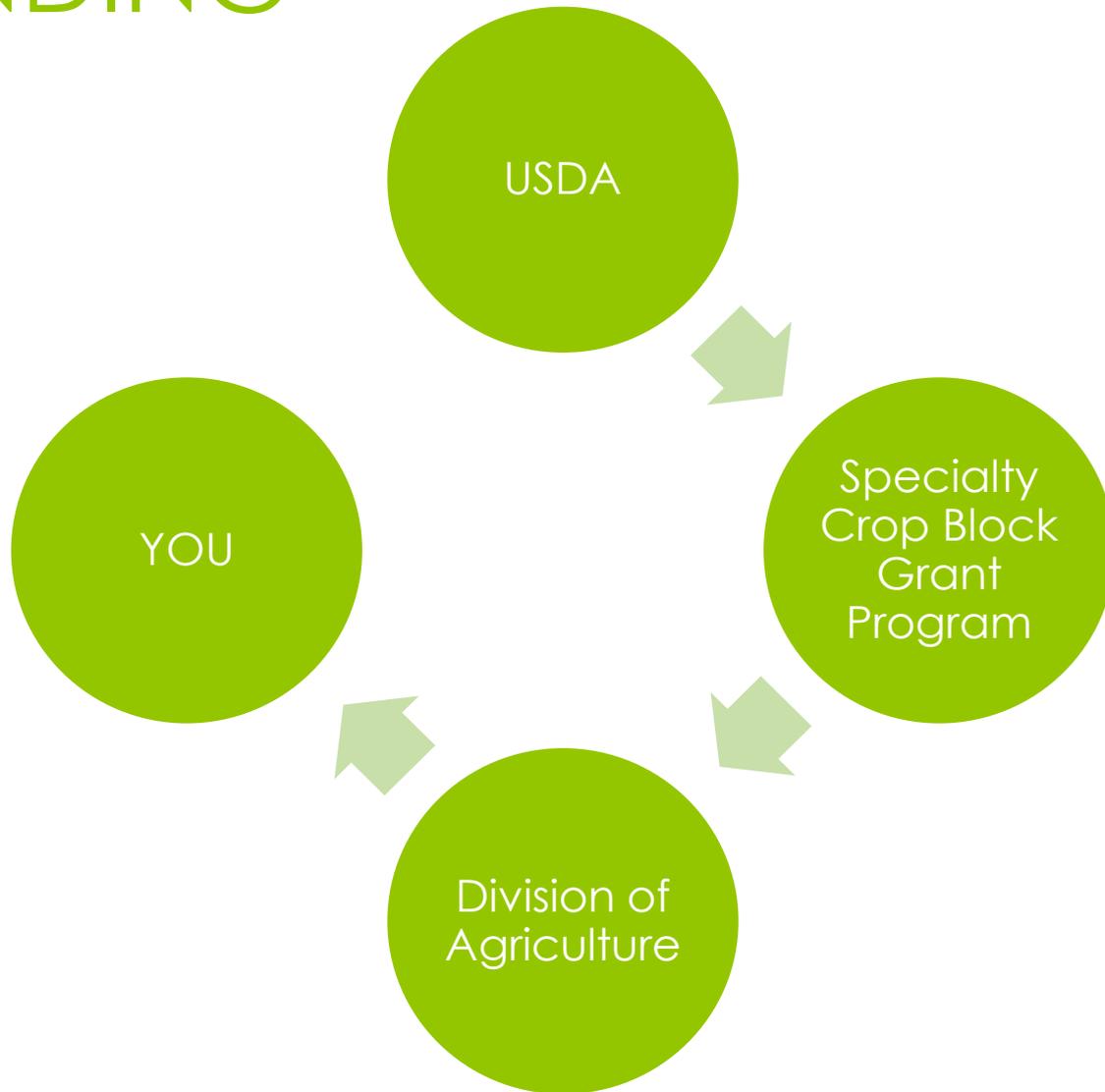


POLL

Application TIMELINE



FUNDING



Tier I and Tier II

Tier I



Tier II



Tier I and Tier II

Tier I

Maximum Funding	\$15,000
Minimum number of producers impacted	Five
Maximum duration of project	1 year
Matching dollars required	\$0
Industry Professional	Must be identified in LOI as having reviewed the project.

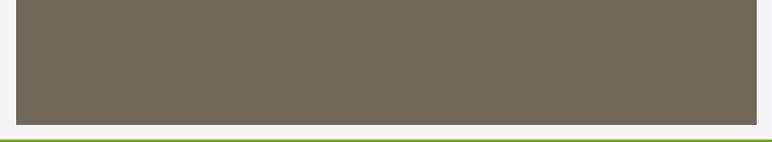
Tier II

Funding parameters:	\$15,000 - \$40,000
Minimum number of producers impacted	10
Maximum duration of project	2 years
Matching dollars required	Recommended
Industry Professional Partner	Required

At least one letter of support is required for any LOI submitted

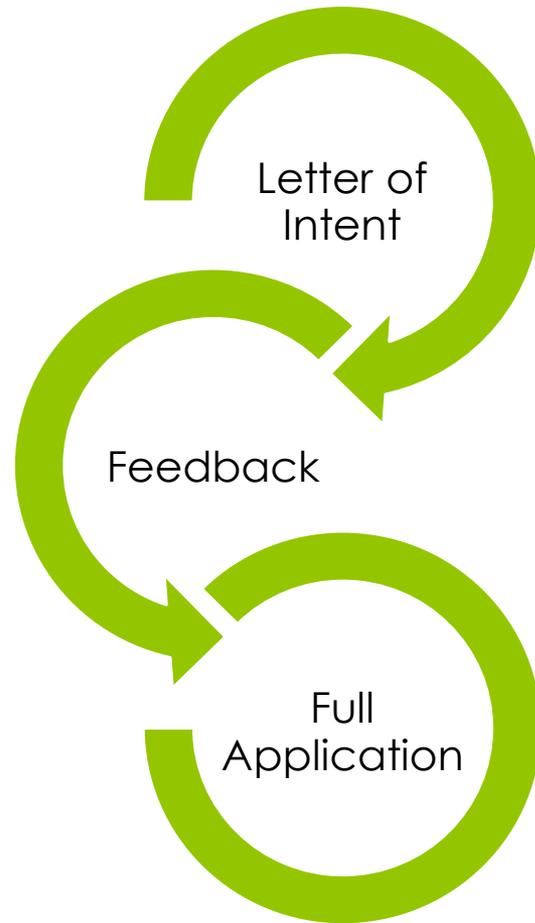
Funding priorities:

- Projects focused on crops or regions not previously funded in prior grant rounds
- Food safety
- Innovative production projects and research
- Market access
- Tier I market feasibility studies



POLL

Two step process



Letter of Intent

Proposal Summary

- Industry Need, outcomes expected
- Project duration

Estimated Budget

- Cost categories
- Match dollars if using them

Partner Organizations

- Who supports this project?

BUDGET Specifics

CATEGORY	SCCG Request	Match (include source)	TOTAL
Personnel			
Fringe Benefits			
Travel			
Equipment			
Supplies			
Contractual			
Other			
TOTAL			

LOI Scoring: 100 points



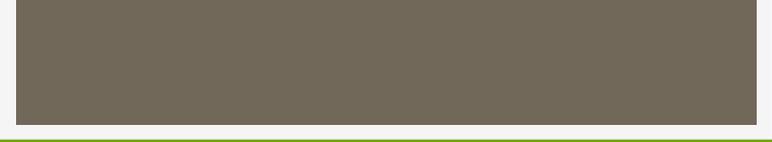
Proposal Summary 20 points



Budget 50 points



Project Support 30 points



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FULL APPLICATION Format



Abstract

- 250 words or less
- Project Summarization

Project Purpose

- Issue, problem or need to be addressed by the project
- Objectives
- Non-specialty crop impact?
- Previous projects?
- Other funding?



Potential Impact

- Who are the beneficiaries?
- How many beneficiaries?
- What is the potential economic impact?



Expected Measurable Outcomes

- Distinct, quantifiable, measurable outcome
- Use USDA Evaluation Plan Guidance
- Monitoring
- Data collection

USDA Evaluation Plan

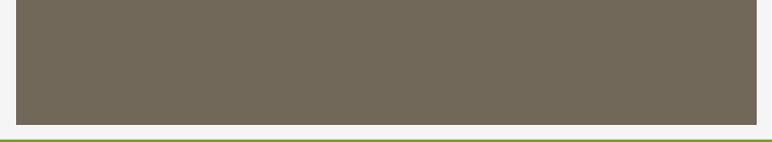
Outcome Measure (at least one)

1. Increased sales (marketing project)
2. Increased consumption
3. Increased access
4. Greater capacity of sustainable practices for production
5. Increased sustainable, diverse, and resilient systems
6. Increased number of technologies to improve food safety
7. Increased understanding of ecology of threats to food safety
8. Enhancing or improving the economy as a result of specialty crop development

Work plan

- What activities are necessary to accomplish the project objectives?
- What is the timeline?
- Who will do each activity?
- When?

Month	Activities Performed	Responsible Authority
October – December	Collect samples	Mr. Brown
January – March	Analyze samples	Mr. Smith



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Project Commitment

- Who supports this project?
- How will all grant partners work toward the goals and outcomes of the project?
- Letters of support from project partners are **REQUIRED**.
- Letters of support from industry members are encouraged.

Budget
Summary &
Narrative

- Table summary & narrative in paragraph form of each cost category

CATEGORY	SCCG Request	Match (include source)	TOTAL
Personnel			
Fringe Benefits			
Travel			
Equipment			
Supplies			
Contractual			
Other			
TOTAL			

Application Scoring: 100 points



Grant Management & Reporting

- Grant Agreement – Contract
- Fund distribution:
 - 40% upon signed agreement
 - 40% with first report
 - 20% after completion
- Reporting requirements:
 - Annual reports
 - Final reports

Performance Reports

- For Tier I projects, a performance report is required 6 months after the date of the signed agreement.
- For Tier II projects, a performance report is required after the first year of the project.

Annual Performance Reports

- Activities Performed
- Problems & Delays
- Future Project Plans
- Funding Expended to Date

Final Performance Report

- Project Summary
- Project Approach
- Goals & Outcomes Achieved
- Beneficiaries
- Lessons Learned
- Contact Person
- Additional Information
- Budget Summary
- Presentation

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Questions?

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