



Specialty Crop
Competitive
Grant

Overview

- What is a Specialty Crop?
- **What is new?**
- Application timeline
- Funding cycle
- Letter of Intent vs. Full Proposal
- Reporting Requirements
- Questions

Specialty crops:

- Fruit
- Tree nuts
- Vegetables
- Culinary Herbs & Spices
- Medicinal Herbs & plants
- 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



What is new

Reminders

- Instead of Tier I and II we are asking you determine your funding request based on impact and complexity (i.e. investigative vs. evidence-based).
- No match requirement or recommendation.

TBD

- Minor changes should be anticipated when government shutdown ends.

New

- Indirect costs are no longer allowed.

Application TIMELINE

February 11th
• Letter of Intent
due to Division



February 26th
• Feedback
returned to
applications



March 25th
• Full applications
due to Division



Late Fall (TBD)
• Funds awarded
from USDA

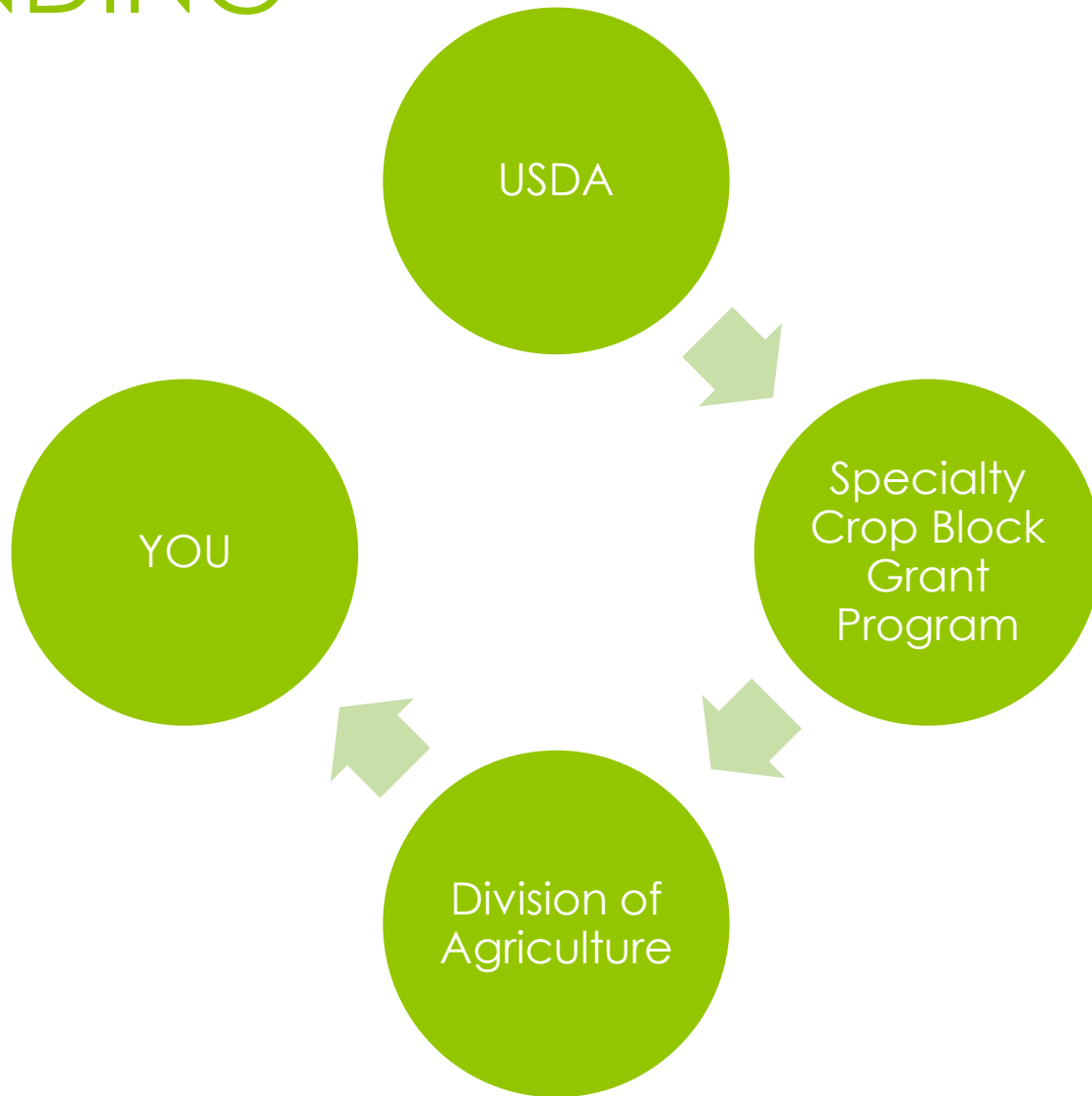


May 2nd
• State Plan
submitted to
USDA



April 5th
• Final decisions
made

FUNDING



Funding limits: Investigative and Research Based

Maximum Funding	\$60,000
Minimum number of producers impacted	10
Maximum duration of project	2 years 6 months
Letter of Support	At least one letter
Industry Professional Partner	Required, must be identified in the LOI

Project categories

Investigative

- Expected to be a smaller award amount
- Entry Level in concept
- Suggested 1 year duration
- Example: feasibility study

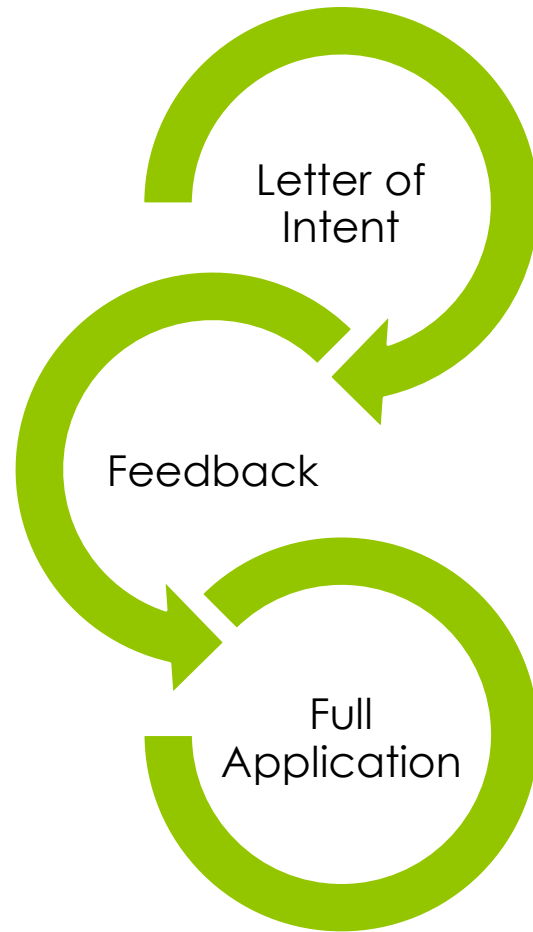
Research Based

- Expected to be a larger award amount
- May build upon previously tested concept
- May last 2 years
- Example: pest management

Funding priorities:

- Projects focused on crops or regions not previously funded in prior grant rounds
- Food safety
- Innovative production projects and research
- Market feasibility studies
- Crop optimization and efficiencies

Two step process



Letter of Intent

Proposal Summary

- Industry Need, outcomes expected
- Project duration

Estimated Budget

- Cost categories

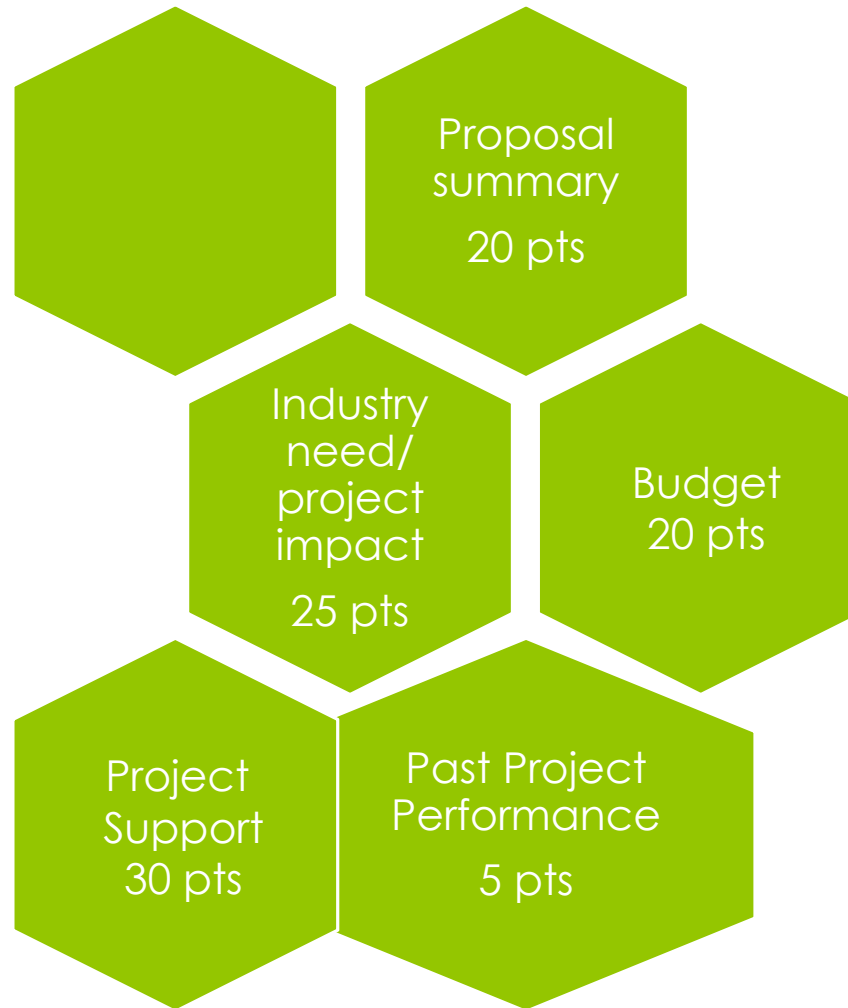
Partner Organizations

- Who supports this project?

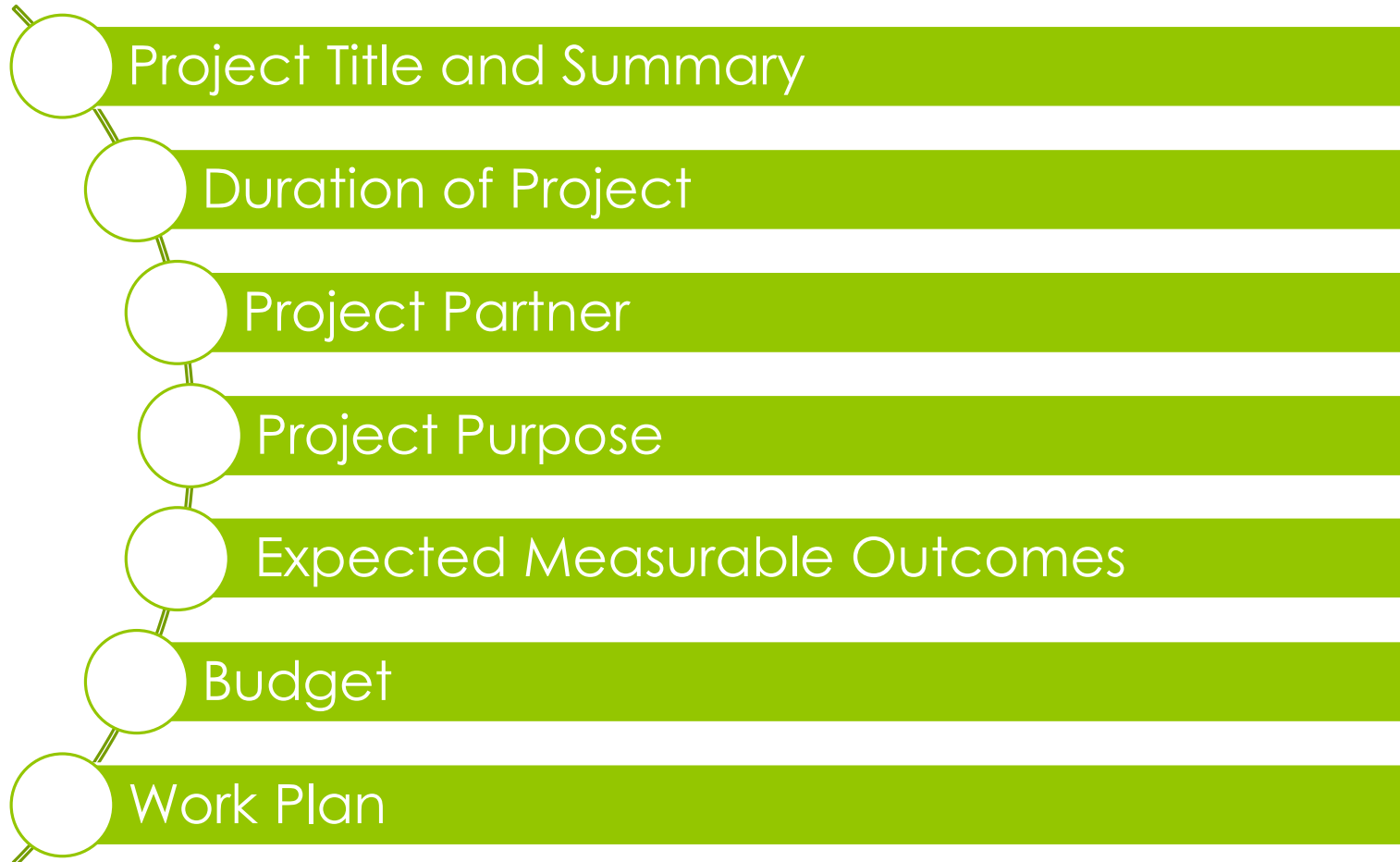
BUDGET Specifics

CATEGORY	SCBG Request	TOTAL
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies		
Contractual		
Other		
TOTAL		

LOI Scoring: 100 points



FULL APPLICATION Format





Summary

- 250 words or less
- Outline including applicant organization



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

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

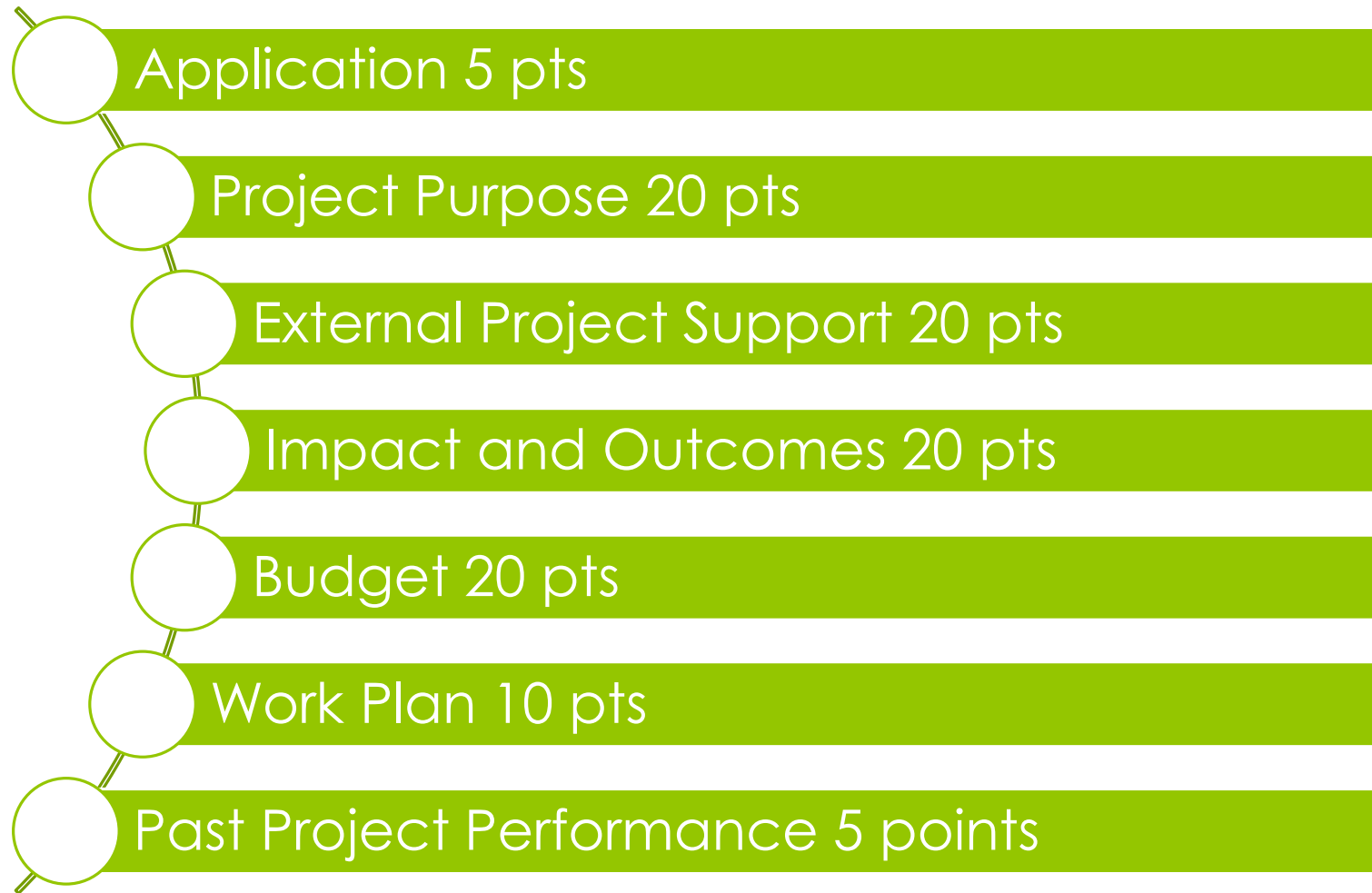
Project Partner Support

- 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.

Full Application Budget

CATEGORY	SCBG Request	TOTAL
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies		
Contractual		
Other		
TOTAL		

Application Scoring: 100 points



Grant Management & Reporting

- Grant Agreement – Contract
- Fund distribution:
 - Reimbursement
- Reporting requirements:
 - Annual reports
 - Final reports

Annual Performance Reports

- Expenditures to Date
- Activities Performed
- Challenges and Developments

Final Performance Report

- Project Impact and Findings
- Beneficiaries
- Activities Performed
- Lessons Learned
- Outcomes and Indicators
- Contact Person
- Expenditures to Date
- Additional Information

Questions?

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