



Specialty Crop  
Competitive  
Grant

# Overview

- What is a Specialty Crop?
- **What is new?**
  - Investigative and Research Based
  - Funding priorities
- Application cycle
- 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

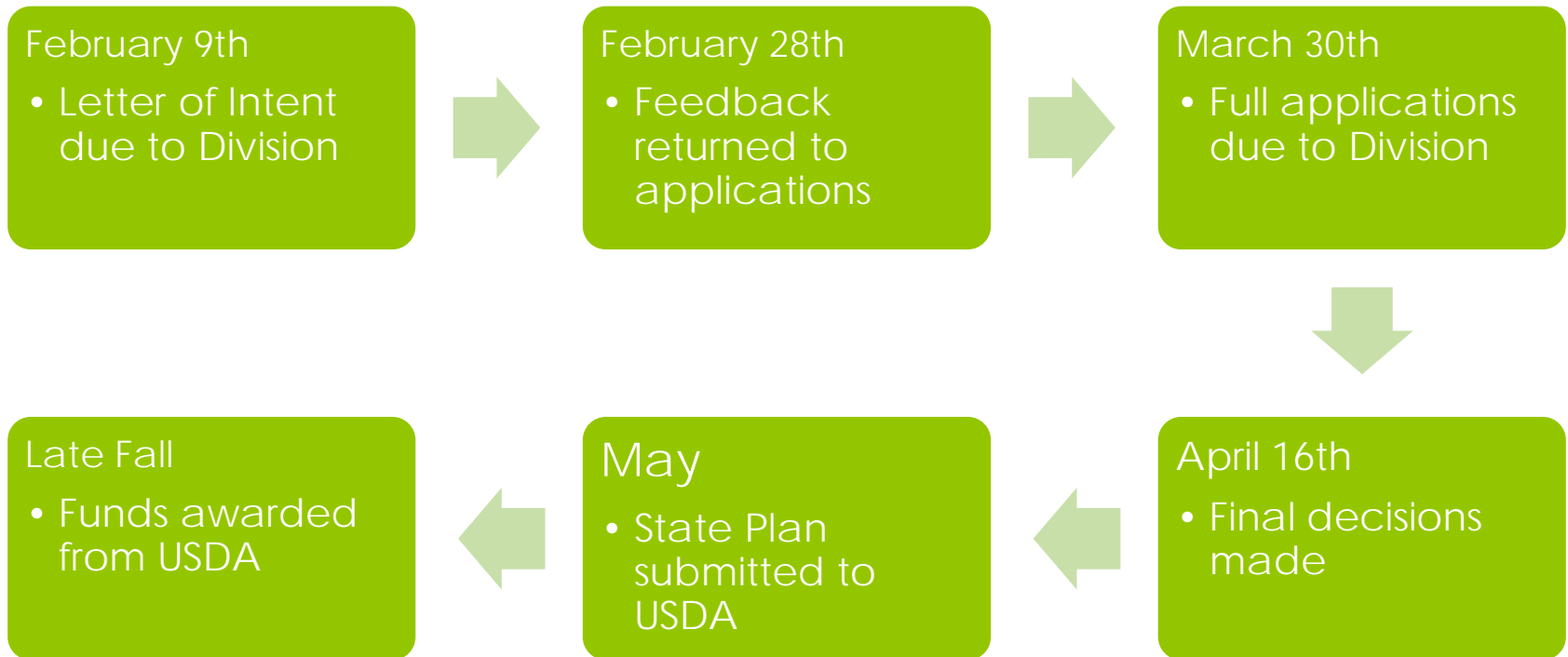
The USDA maintains a list of eligible specialty crops on its website: [www.ams.usda.gov/scbgp](http://www.ams.usda.gov/scbgp).

# NON SPECIALTY CROPS

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



# Application TIMELINE



# FUNDING



# Funding limits: Investigative and Research Based

<b>Maximum Funding</b>	<b>\$60,000</b>
<b>Minimum number of producers impacted</b>	10
<b>Maximum duration of project</b>	2 years 6 months
<b>Letter of Support</b>	At least one letter
<b>Industry Professional Partner</b>	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

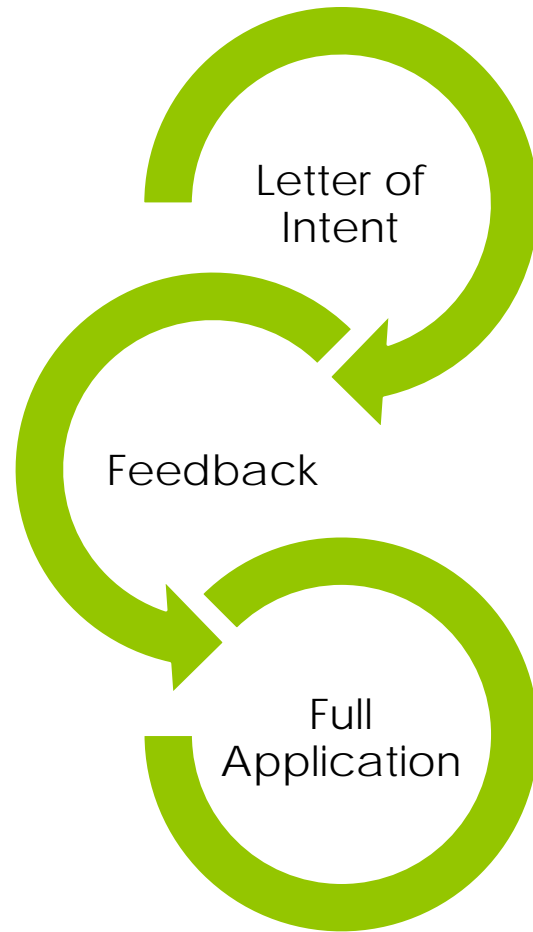
- Expected to be a larger award amount
- May build upon previously tested concept
- May last 2 years
- Example: pest management



# 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

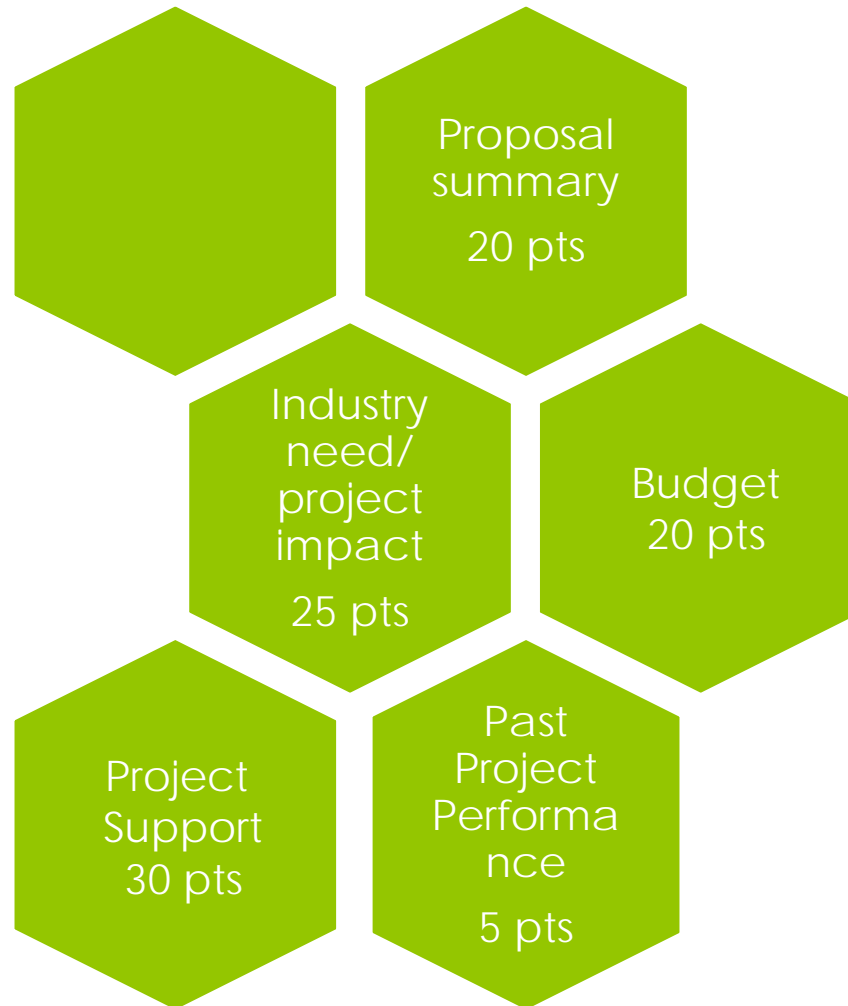
Partner  
Organizations

- Who supports this project?

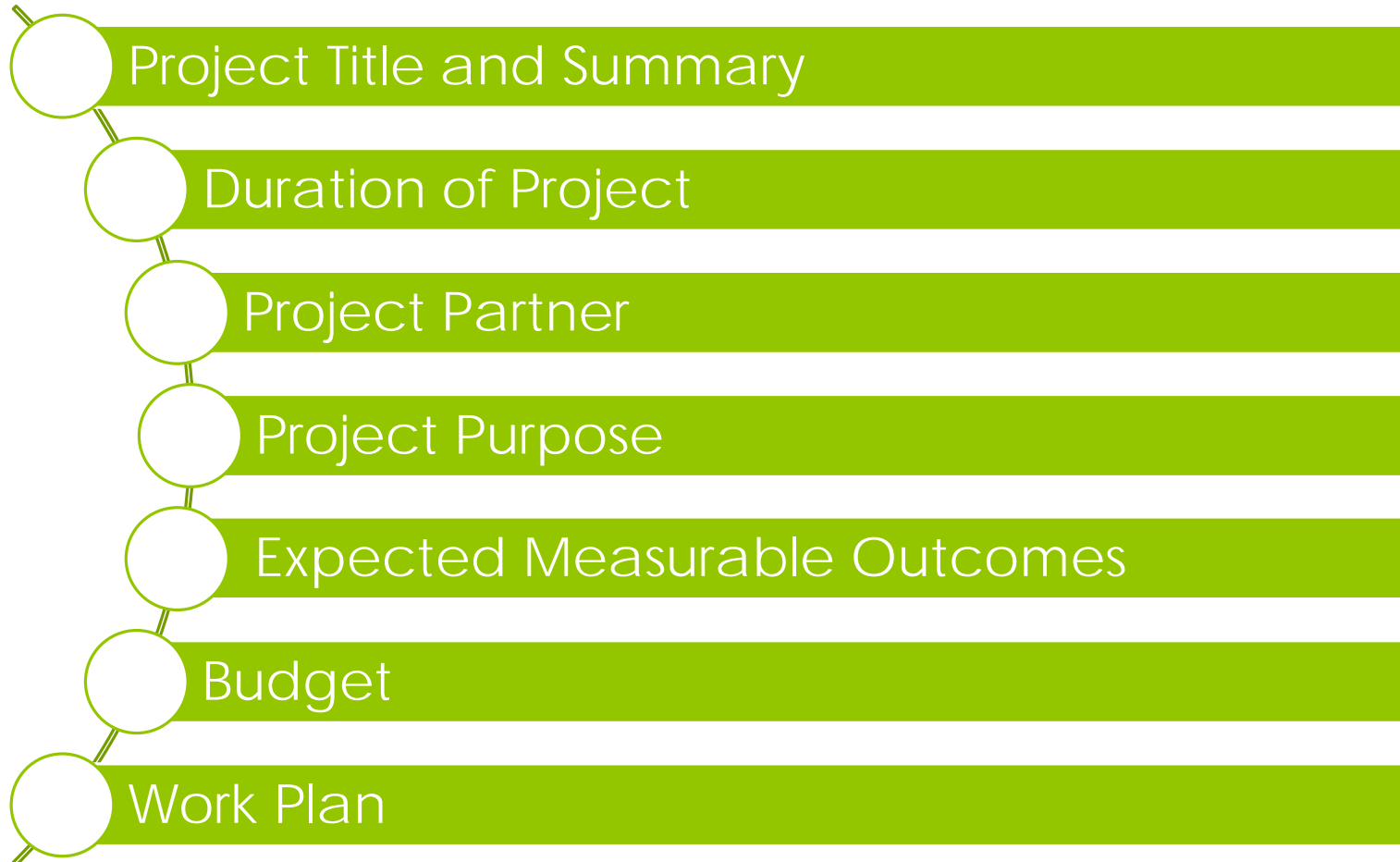
# BUDGET Specifics

CATEGORY	SCBG Request	TOTAL
Personnel		
Fringe Benefits		
Travel		
Equipment		
Supplies		
Contractual		
Other		
Indirect (5%)		
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

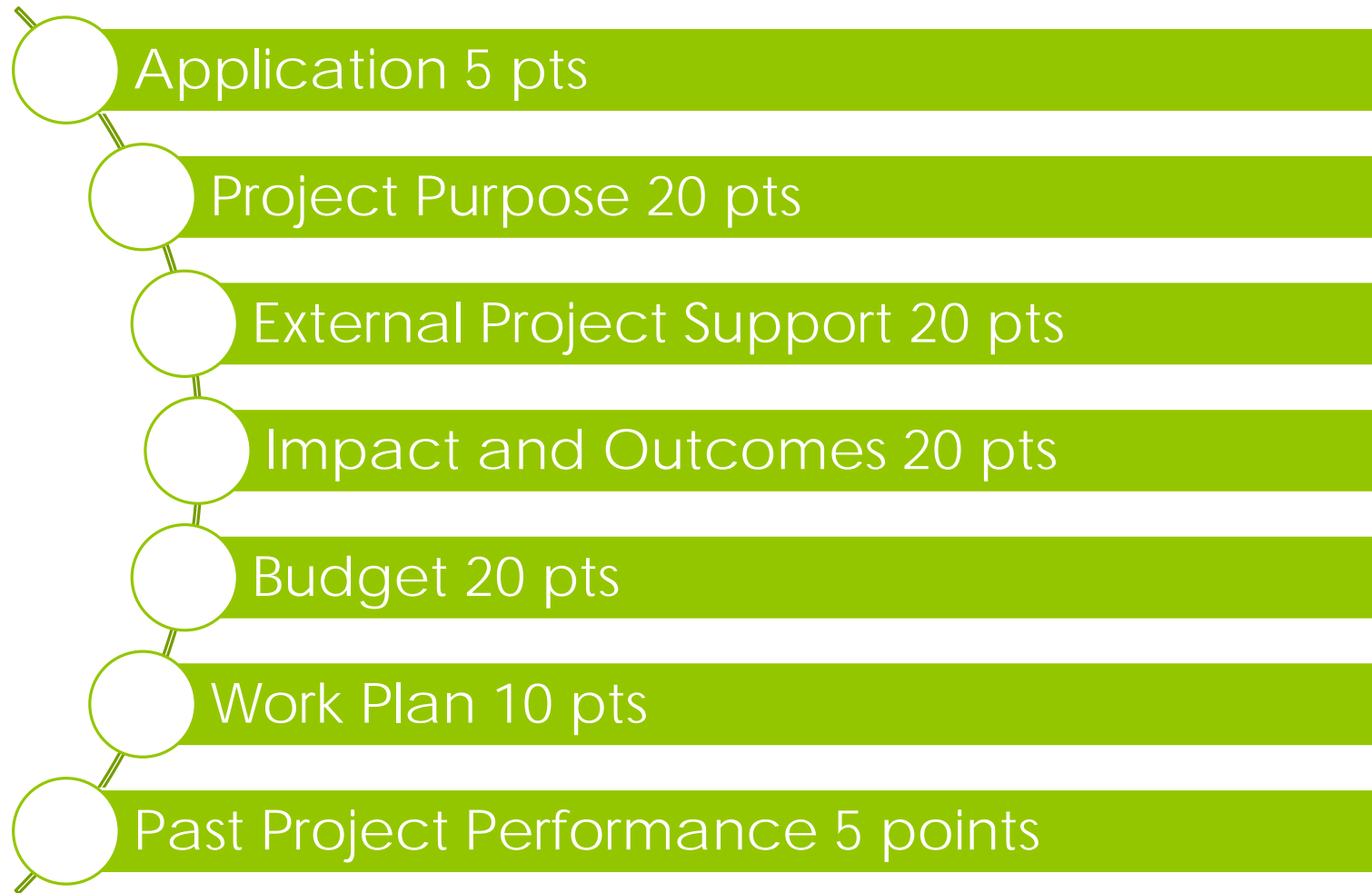
# Project Partner Support

- 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		
Indirect (5%)		
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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