



*Washington State Department of Agriculture
Specialty Crop Block Grant Program
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2020 Request for Proposals Phase I and Phase II

The Washington State Department of Agriculture (WSDA) is pleased to announce a competitive solicitation process to award USDA Specialty Crop Block Grant Program (SCBGP) funds for projects that enhance the competitiveness of Washington's specialty crops.

Grant Program Federal Requirements Fall Under 2 CFR 200
Catalog of Federal Domestic Assistance 10.170

Phase I

Release Date: September 24, 2019

Concept Proposals Due:

By 4:00 p.m. PST, November 4, 2019

Phase II (if invited)

Release Date: December 20, 2019

Full Proposals Due:

By 4:00 p.m. PST, February 20, 2020

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Important Changes for the 2020 Funding Year

The SCBGP will again be accepting Food Safety Research projects directly through our program. You still have the option of submitting your projects through the Center for Produce Safety (CPS) as well. If you have any questions about this process, please reach out to Leisa Schumaker at lschumaker@agr.wa.gov or 360-902-2091.

Purpose

For the Washington State Department of Agriculture (WSDA) to administer a competitive solicitation process to award 2020 Specialty Crop Block Grant Program (SCBGP) funds for proposals that enhance the competitiveness of Washington specialty crops.

Specialty crops are defined by USDA as fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture). Please visit the [USDA website](#) to view a comprehensive list of eligible specialty crops and ineligible commodities under the SCBGP.

Timeline (subject to change)

Phase I Concept Proposal	Request for Concept Proposals Released by WSDA	September 24, 2019
	Concept Proposals Due	November 4, 2019
	Notifications to Applicants	December 20, 2019
Phase II Full Proposal	Request for Grant Proposals Released (by invitation only)	December 20, 2019
	Full Proposals Due	February 20, 2020
	Notification to Applicants	April, 2020
	WSDA Application Due to USDA for Approval	May, 2020
Grant Award	USDA to Announce Awards	September-October, 2020

Funding and Duration

WSDA anticipates receiving approximately \$4.6 million to award to projects enhancing the competitiveness of Washington's specialty crops. Grant requests can range from \$25,000 to \$250,000. The maximum grant period for each award is three (3) years. The projects will start no earlier than September 30, 2020 and end no later than September 29, 2023.

Projects More Relevant for Other Federal Grant Programs

Entities that engage in projects that support the increased consumption of fruits and vegetables in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase and/or include technologies for benefit redemption systems should consider submitting those projects to the [Food Insecurity Nutrition Incentive Grant Program \(FINI\)](#).

Entities that engage in projects that support domestic farmers/markets, roadside stands, community-supported agriculture programs, agritourism activities, other direct producer-to-consumer market opportunities, and local and regional food business enterprises that process, distribute, aggregate, or store locally or regionally produced food products should consider submitting those projects to the [Farmers Market Promotion Program](#) and [Local Food Promotion Program](#).

Eligibility Requirements

Non-profit organizations; local, state, federal government entities, including tribal governments; and public or private colleges and universities, and for-profit organizations are eligible to apply. There is no limit as to the number of proposals submitted.

- The project must clearly and directly impact Washington state specialty crop producers or processors. *-Eligible organizations include industry associations; producer groups; commodity commissions; non-profit organizations; for-profit organizations; local, state and federal government entities; and educational institutions.*

- The SCBGP will not award grant funds for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual. This means that this program **will not provide funds to start or expand a farm or other business venture.**
- Projects must enhance the competitiveness of specialty crops.
- Funding requests must fall between \$25,000 and \$250,000 per project. If awarded WSDA has the right to increase or decrease the amount of the award.

General Requirements

DUNS

A DUNS # is required for every application. A DUNS number is a unique number established and assigned by Dun and Bradstreet, Inc. (D&B) to identify organizations. Applicants may acquire a DUNS number at no cost online at <http://fedgov.dnb.com/webform>. This process should take 1-2 business days. To acquire a DUNS number by phone, contact the D&B Government Customer Response Center:

U.S. and U.S. Virgin Islands: 1-866-705-5711

Alaska and Puerto Rico: 1-800-234-3867 (Select option 2, then option 1)

Monday – Friday 7 a.m. to 8 p.m., CST

System for Award Management

To receive an award under the SCBGP, applicants (grant recipients) are **required** to register with the System for Award Management, in doing so, need to designate an e-Business Point of Contact (e-Business POC). **SAM registration must be updated annually and be active and maintained with current information at all times during which there is an active award or an application under consideration.**

The e-Business POC authorizes individuals to submit grant and cooperative agreement applications on behalf of the organization and creates a special password called a Marketing Partner ID Number (M-PIN) to verify individuals authorized to submit grant applications for the organization.

Organizations that need to register in SAM for the first time or need to update their SAM registration will visit <https://www.sam.gov/>.

Delinquency on Federal Debt

Any organization or individual that is indebted to the United States, and has a judgment lien filed against it for a debt to the United States, is ineligible to receive a Federal grant. If the applicant discloses a delinquency, the SCBGP may not award the grant until the debt is satisfied or satisfactory arrangements are made with the agency to which the debt is owed.

Anyone who has been judged to be in default on a Federal debt and who has had a judgment lien filed against him or her should not be listed as a participant in an application for a SCBGP grant until the judgment is paid in full or is otherwise satisfied. No funds may be budgeted following an award to pay such an individual. The Federal Agency will disallow costs charged to awards that provide funds to individuals in violation of this requirement.

Debarment and Suspension

Regulations published in [2 CFR part 180](#) and [2 CFR part 417](#) describe the government-wide debarment and suspension requirements for non-procurement programs and activities. “Non-procurement” transactions include, among other things, grant agreements. SCBGP implements these regulations as a term and condition of award. State department of agriculture recipients must check the System for Award Management located at <https://www.sam.gov/portal/public/SAM/> prior to entering into a “lower-tier” transaction. “Lower tier” transactions include contracts (including individual consultants) under grants (where the contract requires the provision of goods or services that will equal or exceed \$25,000) and all sub awards.

Matching Funds and In-Kind Contributions

Cash and in-kind contributions are not required, but are strongly encouraged. Cash and in-kind match will be weighted at the same level (no preference for cash over in-kind).

- A letter of commitment or other documentation providing evidence of the cash or in-kind match from a separate party must be uploaded with the Full Grant Proposal in order to receive score criteria points for the match.

- The applicant is not required to provide documentation of their own match commitment. The completed certification on the Full Grant Proposal affirms the availability of any matching resources that the applicant brings to the project.
- Indirect costs may be included as match.

Ongoing Projects/Sustainable Funding

If the project is a continuation of a previously-funded project and is of an ongoing nature, a plan for sustainable funding is **required**. Part of the application process will be to explain your plan for sustainability. SCBGP funds are not intended to support projects indefinitely.

Indirect Costs

Indirect costs are **unallowable** under Washington’s grant program. Indirect costs are those costs incurred for a common or joint purpose benefiting more than one cost objective, and not readily assignable to the cost objectives specifically benefitted, without effort disproportionate to the results achieved.

Indirect costs, including administrative overhead, are **not allowed** as part of your grant request.

Indirect costs (also known as “facilities and administrative costs”) are costs incurred for common or joint objectives that cannot be identified specifically with a particular project, program, or organizational activity. Below are typical indirect costs for specific types of organizations. The salaries of administrative and clerical staff should normally be treated as indirect costs. Direct charging of these costs may be appropriate where all of the following conditions are met:

- Administrative or clerical services are integral to a project or activity;
- Individuals involved can be specifically identified with the project or activity;
- Such costs are explicitly included in the budget or have the prior written approval of the federal awarding agency; and
- The costs are not also recovered as indirect costs.

The following are considered indirect and should not be included in the Budget as direct costs:

- Information technology services;
- Rent;
- Utilities and internet service;
- Telephone service (mobile and land-line);
- General office supplies;
- Insurance;
- Maintenance.

Bibliography and References Cited (For Research Projects Only)

The applicant should provide a bibliography of any references cited in their research proposal. The Bibliography and References Cited should be uploaded to the application site, [OpenWater](#). Each reference should include names, article and journal title, book title, volume number, page numbers, and year of publication.

Grant Management

Award Recipients will sign a Grant Agreement with WSDA and must follow all applicable federal and state rules and regulations, including those for insurance coverage, procurement practices, and accounting procedures. In addition, recipients will submit detailed performance reports quarterly, annually, and at project completion; must keep thorough records; and closely monitor the project against expected outcomes. ***Failure to properly manage a grant award may result in the obligation to repay grant funds and/or exclusion from future grant opportunities.***

Property Management

The title to equipment and supplies acquired by the sub-recipient under the award will vest, upon acquisition, in the subrecipient. Sub-recipients must provide the equivalent insurance coverage for equipment acquired with Federal funds. Sub-recipients are expected to maintain property records that include a description of the property, a serial number or other identification number, the source of funding for the property, who holds title, the acquisition date, and cost of the property, percentage of Federal participation in the project costs for the Federal award under which the property was acquired, the location, use and condition of the property, and any ultimate disposition data including the date of disposal and sale price of

the property. This is in addition to the other requirements of use, management, and disposal of equipment and supplies acquired under a grant in accordance with [2 CFR §§ 200.313](#) and [200.314](#).

Disposition of Equipment and Supplies

If the *equipment* has a per-unit fair market value of less than \$5,000, and it is no longer needed for the original project or program or for other activities currently or previously supported by a Federal awarding agency, the recipient may retain, sell, or dispose of equipment with no further obligation to AMS.

If the *equipment* has a per-unit fair market value of \$5,000 or more, and it is no longer needed for the original project or program or for other activities currently or previously supported by a Federal awarding agency, the recipient may retain the equipment and supplies, or they may be sold.

If there is a residual inventory of unused *supplies* exceeding \$5,000 in total aggregate value upon termination or completion of the project or program and the supplies are not needed for any other Federal award, the non-Federal entity must retain the supplies for use on other activities or sell them, but must, in either case, compensate the Federal Government for its share.

In any of these cases, the recipient acting on its own behalf or as the pass-through entity must complete a:

- Tangible Personal Property Report Disposition Request/Report ([SF-428-C](#)) during the period of performance or
- Tangible Personal Property Final Report ([SF-428-B](#)) at the grant agreement's closeout.

Email this report to WSDA as a written disposition request/report. A sample Tangible Personal Property Final Report can be found on the applicable grant program's website. Go to <https://www.ams.usda.gov/services/grants>, click on the applicable grant program website, and then click on "How to Administer the Award" in the left menu bar.

WSDA will provide the report(s) to AMS and they will review the request and provide disposition instructions for the equipment and/or supplies. The disposition instructions will notify the recipient that AMS is entitled to an amount calculated as follows:

AMS Amount = Current Market value or proceeds from sale of the equipment/supplies X Percentage of AMS participation in the cost of the original purchase

If the equipment and/or supplies are sold, the recipient is permitted to deduct and retain from the Federal share \$500 or 10 percent of the proceeds, whichever is less, for its sale and handling expenses.

Performance Reports

WSDA requires submission of quarterly, interim, and final reports to demonstrate the progress made toward the completion of project goals, objectives, and outcomes as well as the grant agreement's overall financial status.

Performance reports must be formatted and submitted using the approved templates or guidance. All performance reports must be submitted to specialtycrop@agr.wa.gov. The required report templates can be found on [WSDA's website](#).

Disparaging Language and Protected PII

Recipients are prohibited from using AMS grant funds to conduct any activity that is false, misleading, or disparaging toward agricultural commodities or products or to disparage the mission, goals, and/or actions of another organization or individual.

Reports submitted to AMS must avoid use of Protected PII, including use of an individual's first name or first initial and last name in combination with any one or more of types of information, including, but not limited to, social security number, passport number, credit card numbers, clearances, bank numbers, biometrics, date and place of birth, mother's maiden name, criminal, medical and financial records, educational transcripts, etc. Personal contact information included in performance reports should be limited to the recipient project coordinator's name, and e-mail address, as well as organization name, physical address, and telephone number.

Financial Management

Grantees are required to meet the standards and requirements for financial management systems set forth or referenced in [2 CFR § 200.302](#).

The adequacy of a recipient's financial management system is integral to their ability to account for grant expenditures and track matching resources (if applicable). The recipient must use Federal funds in a responsible manner and apply adequate internal controls and cash management practices consistent with the requirements outlined in [2 CFR § 200.303](#).

Grantee must expend and account for funds under an award in accordance with their own State laws and procedures. Financial management systems and related records, of the grant recipient, and any other entity involved in the grant, must be sufficiently detailed to prepare reports, trace funds, and demonstrate that fund management complies with Federal statutes, regulations, and these general and other program-specific terms and conditions.

A recipient's financial management system must include:

- 1) Identification, in its accounts, of all Federal awards received and expended and the Federal programs under which they were received. This identification must include, as applicable:
 - a. The CFDA title and number;
 - b. The Grant Agreement Number/FAIN and Federal fiscal year awarded;
 - c. The name of the Federal Agency; and
 - d. The name of the pass-through entity, if applicable.
- 2) Accurate, current, and complete disclosure of the financial accounting of each Federal award or program.
- 3) Records that adequately identify the source and application of funds for Federally funded activities. These records must contain information pertaining to Federal awards, authorizations, obligations, unobligated balances, assets, expenditures, income, and interest. Accounting records must be supported by source documentation such as canceled checks, paid bills, payrolls, time and attendance records, contracts, and subaward documents.
- 4) Effective control over, and accountability for, all funds, property, and other assets. Recipients must adequately safeguard all assets and assure that they are used solely for authorized purposes.
- 5) Comparison of expenditures with budget amounts for each Federal award.
- 6) Written procedures to implement the requirements of [2 CFR § 200.305](#) *Payment*, which minimize the time elapsing between the transfer of Federal funds to any non-Federal entity and the disbursement of the funds for direct program costs and the proportionate share of any allowable indirect or facilities and administrative costs.
- 7) Written procedures for determining the allowability of costs in accordance with 2 CFR § 200 Subpart E—Cost Principles and the terms and conditions of this award.

A grantee must notify the WSDA Agreement Manager immediately when they discover financial management problems. Deficiencies in the recipient's financial management system, whether reported by the grantee or identified by WSDA, may result in WSDA imposing special award conditions, such as a high-risk designation or other requirements for increased monitoring.

Procurements

Recipients may acquire commercially available goods and services in connection with a project. In doing so, the recipient must use its own documented procurement procedures which may reflect applicable State, local, and tribal laws and regulations, provided that the procurements conform to applicable Federal law and the standards found at [2 CFR § 200.318](#) through [2 CFR § 200.326](#).

- **State recipients** must follow the same policies and procedures the State uses for procurements from non-Federal funds. The State will comply with [2 CFR § 200.322](#) and ensure that every purchase order or other contract includes applicable provisions described in [Appendix II of 2 CFR § 200](#).
- **All other non-Federal recipients** must follow [2 CFR § 200.318](#) through [§ 200.326](#).
- The requirements of the Federal award also apply to any subcontract. The recipient is responsible for ensuring that all of its contracts made in connection with the AMS project contain the applicable provisions described in [Appendix II of 2 CFR § 200](#).

Reimbursement of Grant Funds

Grant funds will be paid to recipients for approved expenditures on a **reimbursement basis**. Grant recipients must have the financial capability to pay project costs up-front, and may not request reimbursement more frequently than monthly.

Application Process Overview

Phase I: Concept Proposal

In Phase I applicants must complete the required application online using WSDA's online application submittal site, [OpenWater](#).

Phase II: Full Grant Proposal

Select applicants from Phase I will be invited back to submit additional project information to complete the full grant proposal. Phase II must also be completed and submitted online through WSDA's online application submittal site, [OpenWater](#).

Grant Proposal Selection Process

WSDA will conduct at least two levels of review during the Grant Proposal evaluation process:

- 1) An administrative review to determine whether the applicant was responsive to the requirements of the Request for Proposals, and to assess risk factors such as poor grant performance. **Applicants with an existing SCBGP project who are not consistently meeting the requirements of their current or past grant award may not be invited to participate in Phase II, Full Grant Proposal.**
- 2) A technical review will evaluate the merits of each Proposal using the criteria set forth in the section below – **Grant Proposal Scoring Criteria.** In Phase I, WSDA Subject Matter Experts will perform the technical review, in Phase II (if invited) Industry Subject Matter Experts will perform the technical review. Depending on the nature of the Proposal, WSDA may also seek additional reviews from peer and/or industry members.
- 3) Grant Proposal scores and comments will be incorporated for a final ranking of projects. In Phase I and Phase II of this competitive process, the WSDA Director will make the final decision regarding which projects will be invited to Phase II and which ones will be included in WSDA’s state application to USDA. WSDA will notify applicants of the results. Applicants will have the opportunity to receive evaluation feedback about their Grant Proposal.

Grant Proposal Scoring Criteria

The following are the guidelines and criteria that will be used when scoring all applications in Phase I.

Phase I – Concept Proposal

Funding Priority

- Does the proposal address a funding priority?
- How well do they demonstrate a link to one or more of the funding priorities identified in the 2020 RFP?
- How well do they address the issue?

Project Purpose

- Does this project explain the specific issue, problem or need that the project will address?
- Do they describe the relevance to the specialty crop industry?
- Do they describe the approach to addressing the issue?
- Are the objectives appropriate for the project?

Project Beneficiaries

- Does the project directly benefit Washington’s specialty crop industry? Do they provide a good justification for the stated number of industry members benefitting?

Phase II – Full Grant Proposal - If invited to Phase II you will be scored on the following:

Project Purpose

- Does this project explain the specific issue, problem or need that the project will address?
- Do they describe the relevance to the specialty crop industry?
- Do they describe the approach to addressing the issue?
- Are the objectives appropriate for the project?

Project Beneficiaries

- Does the project directly benefit Washington’s specialty crop industry?
- Does the number benefitting specialty crop producers justify the investment?

External Project Support

- Is it clear that the project is important to the impacted specialty crop industry?
- Will industry stakeholders be actively involved? Will they provide cash or in-kind match?
- Describe the specialty crop stakeholders, other than the applicant and organizations involved, who support this project and why.
- Two (2) letters of support from **Industry** are **required**. The letters should be from the specialty crop industry members that are benefitting from these project funds. (*i.e. specialty crop producers/processors*).

Expected Measurable Outcomes

- Are the outcomes achievable?
- Is there an appropriate plan to measure achievement?
- Are the outcomes appropriate for measuring the project’s overall impact on the specialty crop industry?

Budget

- Is the amount of the grant request reasonable and appropriate?
- Does the Budget Narrative for each budget category adequately explain the costs and why they are necessary to reach the outcomes and objectives of this project?

Matching Funds and In-Kind Contributions

- Cash and in-kind contributions are not required, but are strongly encouraged. Cash and in-kind match will be weighted at the same level (no preference for cash over in-kind).
- A letter of commitment or other documentation providing evidence of the cash or in-kind match from a separate party must be uploaded with the Full Grant Proposal in order to receive score criteria points for the match.
- The applicant is not required to provide documentation of their own match commitment. The completed certification on the Full Grant Proposal Application affirms the availability of any matching resources that the applicant brings to the project.
- Indirect costs may be included as match.

Grant Proposal Application Instructions

After you have logged into [OpenWater](#) then proceed with answering the following questions.

Phase I

Applicant Organization and Contact Information:

Contact 1: The person from the organization that is applying.

Contact 2: List a co-applicant here. (if applicable)

DUNS #: What is a DUNS # and How to apply for one.

A DUNS # is required for every application. A DUNS number is a unique number established and assigned by Dun and Bradstreet, Inc. (D&B) to identify organizations. Applicants may acquire a DUNS number at no cost online at <https://fedgov.dnb.com/webform>.

This process should take 1-2 business days. To acquire a DUNS number by phone, contact the D&B Government Customer Response Center:

U.S. and U.S. Virgin Islands: 1-866-705-5711

Alaska and Puerto Rico: 1-800-234-3867 (Select option 2, then option 1)

Monday – Friday 7 a.m. to 8 p.m., CST

Federal Tax ID #: Please provide your federal tax ID# or EIN (employee identification number)

Project Title: Provide a project title that best describes your project in 15 words or less.

Multi-State Project: Answer yes or no. If yes, state the names of the partnering states and describe the multi-state nature of the project and the project role of the other state(s).

Project Period: Start Date: Provide the date the project will start. The project can start no earlier than September 30, 2020.

End Date: Provide the date the project will end. The project must end no later than September 29, 2023.

Does your project support R&D? Provide a yes or no as to whether your project's focus is research and development.

Funding Category: There will be technical review groups structured each funding category, so it is important to choose the category that best fits your project. Subject matter expert(s) for each category will be included in each review group. Choose your funding category from the drop down box. A description of the funding category you choose will appear once you've selected it.

Funding Priority: Review the drop down list of available funding priorities. If your project falls under one of these, please choose that priority.

Project Summary

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary includes:

- The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
- A concise outline of the project's outcome(s) and objectives, and
- A description of the general tasks to be completed during the project period to fulfill this goal.

Project Purpose

- Provide the specific issue, problem or need that the project will address.
- Describe how the project is important and timely.
- Describe the approach to addressing the issue

Objectives

- Provide at least one but no more than three objectives that this project hopes to achieve.

Project Beneficiaries

- Provide an estimate of how many specialty crop beneficiaries will be impacted and provide a justification for your number?
- Who are the specialty crop beneficiaries of the project and how will they be impacted?

Socially Disadvantaged and Beginning Farmers (not scored)

If you answer yes to your project benefitting either a socially disadvantaged or beginning farmer, explain how your project benefits either and or/both.

Is your project continuing the efforts of a previously funded SCBGP project?

If yes, answer all questions.

Phase II

Project Title: Auto populated from Phase I

Applicant Organization and Contact Information:

Contact 1: The person from the organization that is applying.

Contact 2: List a co-applicant here. (if applicable)

DUNS #: What is a DUNS # and How to apply for one:

A DUNS # is required for every application. A DUNS number is a unique number established and assigned by Dun and Bradstreet, Inc. (D&B) to identify organizations. Applicants may acquire a DUNS number at no cost online at

<https://fedgov.dnb.com/webform>.

This process should take 1-2 business days. To acquire a DUNS number by phone, contact the D&B Government Customer Response Center:

U.S. and U.S. Virgin Islands: 1-866-705-5711

Alaska and Puerto Rico: 1-800-234-3867 (Select option 2, then option 1)

Monday – Friday 7 a.m. to 8 p.m., CST

Federal Tax ID# - Provide your federal tax ID# here.

Funding Category – Auto populated from Phase I

Multi-State Project – Answer yes or no to your project being a multi-state project, if yes, provide answers to the rest of the questions.

Application Template: Download the application template, complete all fields and upload when finished.

Below is what the Phase II application consists of:

Duration of Project – Provide the start and end date for the project.

Project Summary - (This can be copied from Phase I if you choose)

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary includes:

- The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
- A concise outline of the project's outcome(s) and objectives, and
- A description of the general tasks to be completed during the project period to fulfill this goal.

Project Purpose - (This can be copied from Phase I if you choose)

- Provide the specific issue, problem or need that the project will address.
- Describe how the project is important and timely.
- Describe the approach to addressing the issue

Objectives - (This can be copied from Phase I if you choose)

- Provide at least one but no more than three objectives that this project hopes to achieve.

Project Beneficiaries - (This can be copied from Phase I if you choose)

- Does the project directly benefit Washington's specialty crop industry? Do they provide a good justification for the stated number of industry members benefitting?

Statement of Enhancing Specialty Crops

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

Continuation of Project Information (if applicable)

Is your project continuing the efforts of a previously funded SCBGP project? Yes or No

If yes, describe how the project will differ from and build on the previous efforts.

Provide a summary (3-5 sentences) of the outcomes of the previous efforts.

Provide lessons learned for potential project improvements.

- What was previously learned from implementing this project, including potential improvements?
- How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

Describe the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds.

Other Support from Federal or State Grant Programs (if applicable)

The SCBGP will not fund duplicative projects. Did you submit this project to a federal or state grant program other than the SCBGP for funding and/or is a federal or state grant program other than SCBGP currently funding the project? Yes or No.

If you answer yes, identify the federal or state grant programs and describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

External Project Support

- Is it clear that the project is important to the impacted specialty crop industry?
- Will industry stakeholders be actively involved? Will they provide cash or in-kind match?
- Describe the specialty crop stakeholders, other than the applicant and organizations involved, who support this project. At least two (2) letters of support from industry are *required*.

Expected Measurable Outcomes

Choose an outcome that best fits your project.

Please refer to [Appendix B](#) when filling out this section.

Budget Narrative

Below are the categories allowable under this grant program.

- **Personnel:** Salaries/wages for individuals employed by your organization. Provide the # of hours or % of FTE for each budgeted personnel. Individuals not employed by your organization should be included under “Contractual.”
- **Benefits:** Fringe benefits for each project participant in the Personnel category and the fringe benefit rate. A justification will need to be provided if you are applying from an Institute of Higher Education.
- **Travel:** Ground transportation, lodging and meals, mileage, and air transportation. Travel rates may not exceed the reimbursement rates allowed by Washington State and the Federal government. Provide all detail requested in the application table. For travel rates, please view [Travel and Reimbursement Rates](#). Travel costs for contractors should be included under “Contractual.”
 - **Foreign Travel:** It is recommended that applicants search the FAS (Foreign Agriculture Service) database of Global Agricultural Information Network GAIN reports (<http://gain.fas.usda.gov/Pages/Default.aspx>) to ensure that proposals will not duplicate information that already exists. Any proposal involving foreign travel must be well justified.
- **Special Purpose Equipment:** Is equipment used only for research, scientific, or technical activities and has a useful life of more than one year and an acquisition cost of \$5,000 or more. If under \$5,000, the item is considered a “supply” and should be included under “Supplies.”
- **Supplies:** Items with an acquisition cost under \$5,000. Includes items such as office supplies specifically for the project, software, and field supplies. You will need to provide the Item description, the Per-unit cost, # of units/pieces purchased, when you will acquire them and the amount of funds requested. Supply costs for contractors should be included under “Contractual.”
- **Contractual:** Services to be provided under a contract. Hourly rates should not exceed the salary of a Federal employee (GS-15 step 10) in your area. For current rates, please view [Salaries and Wages](#).
- **Other:** Includes all other costs. “Other” costs for contractors should be included under “Contractual.”

Allowable Costs

To be eligible for grant funding, costs must be *allowable* as defined by the federal government. Requirements vary depending on the type of organization. For details about allowable and unallowable costs, see [Additional Guidance](#).

Indirect Costs

Indirect costs are *unallowable* under Washington’s grant program. Indirect costs are those costs incurred for a common or joint purpose benefiting more than one cost objective, and not readily assignable to the cost objectives specifically benefited, without effort disproportionate to the results achieved.

Indirect costs, including administrative overhead, are *not allowed* as part of your grant request.

Indirect costs (also known as “facilities and administrative costs”) are costs incurred for common or joint objectives that cannot be identified specifically with a particular project, program, or organizational activity. Below are typical indirect costs for specific types of organizations. The salaries of administrative and clerical staff should normally be treated as indirect costs. Direct charging of these costs may be appropriate where all of the following conditions are met:

- Administrative or clerical services are integral to a project or activity;
- Individuals involved can be specifically identified with the project or activity;
- Such costs are explicitly included in the budget or have the prior written approval of the federal awarding agency; and
- The costs are not also recovered as indirect costs.

The following are considered indirect and should not be included in the Budget as direct costs:

- Information technology services;
- Rent;
- Utilities and internet service;

- Telephone service (mobile and land-line);
- General office supplies;
- Insurance; and
- Maintenance.

Matching Funds and In-Kind Contributions

Cash and in-kind contributions are not required, but are strongly encouraged. Cash and in-kind match will be weighted at the same level (no preference for cash over in-kind).

- A letter of commitment or other documentation providing evidence of the cash or in-kind match from a separate party must be uploaded with the Full Grant Proposal in order to receive score criteria points for the match.
- The applicant is not required to provide documentation of their own match commitment. The completed certification on the Full Grant Proposal Application affirms the availability of any matching resources that the applicant brings to the project.
- Indirect costs may be included as match.

Program Income

Estimate the amount of income (if any) that may be generated by a supported activity or earned as a result of the award. In the description column, explain how the program income will be generated and how it will be used to further support the project objectives. Program income must be spent on activities that support the goals and objectives of the project and must comply with restrictions on allowable and unallowable costs and activities.

Multi-State Projects

A Multi-State project is a project proposed to at least two states requesting that the states fund separate budget items using SCBGP funds. Multi-State project applicants must clearly describe the multi-state nature of their project in the Concept Proposal and must identify the other states from which funds will be requested. If invited to submit a Full Proposal, additional information will be required. Please note that a Multi-State proposal submitted to states other than Washington must meet the other states' application requirements. If interested in proposing a Multi-State project, please contact the applicable states prior to submittal for specific instructions.

Funding Priorities and Funding Categories

Funding Priorities

Listed below are the 2020 funding priorities.

2020 Funding Priorities (in no ranking order)

- Control Pests and Diseases
- Develop and Enhance Local and Regional Markets
- Develop and Enhance Domestic and International Markets
- Improve Production Practices through Innovative Technologies
- Develop Organic and Sustainable Production Practices
- Food Safety Research/Training & Education
- Preserve and Increase Farmland
- Preserve and Increase Water Availability

Projects that address one of the above funding priorities will be able to receive up to 5 points for their selected funding priority. Projects that do not address one of the above priorities will not receive any points for this category, however, they are still eligible for funding, as long as they meet all of the other program requirements. Examples of other funding areas may include but are not limited to: Develop New and Improved Seed and Crop Varieties; Sustain and Enhance the Agricultural Workforce.

Funding Categories

There will be technical review groups structured around the categories listed below, so it is important to choose the category that best fits your project. Subject matter expert(s) for each category will be included in each review group.

Please select the category that best fits your project.

Environmental Stewardship

In this funding category, WSDA will consider projects that enhance soil health, conservation of agricultural land and water, and address specialty crops contribution to adaptation and/or mitigation of climate change, as well as any other projects that demonstrate environmental stewardship. Project examples include:

- Evaluation of genetic differences among honey bee subspecies for pollination improvement.
- Develop an irrigation water strategy and identify reliable mechanisms to move irrigation water to where specialty crop growers can access it.
- Implement a biological control in western Washington to establish a parasitoid wasp to control Lilly Leaf Beetle.
- Identify barriers that reduce the ability to use manure to improve soil quality and support potential solutions that will increase opportunities for growers to use this application.

Pest Management

In this funding category, WSDA will consider projects that address pests that affect the production of Washington's specialty crops. Projects submitted to the Pest Management category should include applied research related to the probability and impact of invasive pests, and threats to specialty crops, and research to develop tools to detect, eradicate, and control pests. Project examples include:

- Develop novel diagnostic tools and improve understanding of the pathogenicity of the plant-parasitic nematode for potatoes.
- Assess the value of removing hawthorn trees near apple orchards for reducing the incidence of apple maggot around orchards.
- Assessing the damage potential of the root lesion nematode *Pratylenchus penetrans* on raspberry varieties.

Plant Health

In this funding category, WSDA will consider projects that address plant diseases that affect the production of Washington's specialty crops. Projects submitted to the Plant Health category should include applied research related to the probability and impact of invasive disease, and weed threats to specialty crops, and research to develop tools to detect, and control plant diseases. Project examples include:

- Develop disease resistant sources of Nordmann and Turkish fir Christmas trees to sustain future markets.
- Develop and implement practical disease management approaches that will optimize economic, horticultural and environmental aspects related to the management of hop powdery mildew.
- Evaluating new asparagus varieties for disease resistance.
- Develop a management strategy for Little Cherry Disease.
- Quantify economic impacts and financial implications of grapevine leaf roll disease on grape yield and fruit quality and determine financial benefits yielded from disease prevention and control strategies.

Innovative Technologies

In this funding category, WSDA will consider projects that address any innovative technology that will increase the competitiveness of specialty crops. Project examples include:

- Develop mechanization technologies for reducing labor requirements for red raspberry production.
- Integrate high spatial and detailed weather predictions into the AgWeatherNet system to provide enhanced models and decision aids for planning by specialty crop growers.
- Evaluate photoselective anti-hail nets as an alternative to irrigated overhead cooling to reduce sunburn in tree fruit orchards and reduce orchard water use.
- Investigate season extension production technology, implement research trials for extended season production of leafy greens and improve processing techniques to ensure year-round availability.
- Create a mobile phone "app" to assist consumers in identifying Washington apple varieties, characteristics of the specific variety, usage and recipes by simply scanning the barcode or entering the PLU number of the apple at both the retail level and at home.

Training and Education

In this funding category, WSDA will consider projects that address training and/or education that will increase the competitiveness for Washington's specialty crop industry. Projects might include food safety education and outreach projects to help compliance with the new Food Safety Modernization Act (FSMA). Project examples include:

- Food safety training and education for small producers and value-added food processors.

- Bridging the GAP between voluntary and required food safety standards.
- Acreage survey for tree fruits and grapes.
- Expand farmworker education in pesticide safety training.

Domestic Marketing

In this funding category, WSDA will consider projects that address domestic marketing for Washington's specialty crops. Projects submitted can pertain to any type of domestic marketing project. Project examples include:

- Promoting healthy USA Pears to children in partnership with an entertainment company.
- Improve market access and development programs for pulses as mainstream ingredients through the training and education of food industry professionals.
- Market development and production research for the cider/perry industry.
- Developing and enhancing local and regional markets of Washington specialty nursery crop producers.

International Marketing

In this funding category, WSDA will consider projects that will enhance or increase the opportunity for the exports of Washington's specialty crops to foreign markets, increasing the competitiveness of specialty crops. Project examples include:

- Market research to support blueberry exports to Asia.
- Consumer promotions of Washington cherries in Mexico.
- Increase market awareness and distribution for Washington wines in emerging markets in India and Mexico.
- Build consumer awareness and promote Washington fruit in cooking recipes and demonstrations through a NW Fruit Promotion Road Show in major cities of Indonesia.
- Conduct a trade development mission to Vietnam, the Philippines and Myanmar to extend market penetration and introduce fresh potato products.

Small Farm/Regional Marketing

In this funding category, WSDA will consider projects that enhance and develop small farm/regional markets for Washington's specialty crop industry. Project examples include:

- Increasing access to wholesale markets for small and mid-sized farms in Washington.
- Farmer-buyer trade meetings to connect Washington's specialty crop producers with food buyers to increase market opportunities and sales.
- Develop a model for incubating beginning specialty crop growers, accessing new regional markets and teaching sustainable farming practices.
- Improving access to institutional markets by reducing regulatory barriers.
- Reducing market barriers for floricultural products to Puget Sound area mass merchandisers.

Food Safety Research

In this funding category, WSDA will consider projects that address food safety for specialty crops. Such projects might include: applied research projects that address "real world" food safety issues related to food and agricultural practices in the specialty crop industry, the impact of agricultural practices on subsequent specialty crop food processing; science-based practical and transferrable research projects that focus on food safety issues related to food-borne pathogen detection. Project examples include:

- Evaluate sanitation practices for reducing overall microbial levels and food safety risks in tree fruit storage bins (wood and plastic).
- Study the feasibility of sanitizing soft fruits with ultraviolet (UV-C) light to improve microbial safety.
- Validate non-pathogenic surrogates for *Listeria monocytogenes* antimicrobial intervention in fresh apple.
- Develop baseline of comparative data for indicator *E. coli* and *Salmonella* in surface water sources used for irrigation management, foliar contact and other pre-harvest applications.

Other

In this funding category, WSDA will consider "Other" projects that don't fall under any of the above mentioned categories and the focus is to still to increase the competitiveness of specialty crops for Washington. Project examples include:

- Generating knowledge to help growers cope with heat and drought issues.
- Analyzing risks and benefits of top-grafting for specialty crops.

Questions & Assistance

WSDA staff is available to provide applicants with an understanding of the grant selection process and requirements; however, to ensure that all applicants receive equal treatment, WSDA staff cannot provide assistance with individual Proposals. Should you have any questions about the process or requirements, please email specialtycrop@agr.wa.gov.

Request for Reconsideration

If a grant application is not invited to Phase II, Request for Grant Proposal, the applicant may request reconsideration based on concern for bias, discrimination, conflict of interest, and/or non-compliance with the procedures described in the Request for Concept Proposal.

The request must:

1. State the grounds for the request for reconsideration.
2. Identify specific information in the proposal the applicant believes were misinterpreted by WSDA.

The request for reconsideration must be in writing to the Department of Agriculture, post marked within seven (7) calendar days of the date of notification, and mailed to:

Washington State Department of Agriculture
Specialty Crop Block Grant Program
Attn: Leisa Schumaker
1111 Washington St SE/Natural Resources Building, 2nd Floor
PO Box 42560
Olympia, WA 98504-2560

Designated staff will review the request for reconsideration within seven (7) days of its receipt to ensure compliance with this policy and determine if the claims laid out in the appeal letter warrant reconsideration for invitation to Phase II, Request for Grant Proposals.

The applicant will be notified of the result of the reconsideration within 14 days of its receipt of the request for reconsideration.

How to Apply

Access the SCBGP application submittal site at [OpenWater](#).

- Save this link in your Favorites or create a shortcut to your desktop.

You will need to create a new account.

- Fill out the information required under Create New Account.
- Once your account is completed, you will be at the Home page. The Home page will contain program specific information.
 - The left-hand menu will get you to the Home page, My Profile, and Change Password. Once an application has been started or submitted, this will be reflected in the menu.

To start your application, click Apply at the top of the webpage.

Read the Eligibility Form.

- If your project falls within the requirements, provide your signature using the cursor. Click Save and Next.

You are now in the application.

- If you'd like to add collaborators to your application, click the Manage Collaborators button to the right. Click on Add Collaborator to enter their name and email address. **NOTE:** If you are applying from a college or university, you may want to add a member from your grants or contracts office.
- Answer the questions in the application. The application will automatically save periodically but a Save button is located at the end of the application.
- Once you have completed the application, click Save and Submit.
 - A pop-up message will state you are submitting your application and no further changes can be made. Click OK.

- You will be taken to a screen thanking you for the submission. There will be a link to view your submission. This will allow you to print, view, or copy application.

An application does not have to be completed in one session. You can log in and out of the system as needed until the application is complete or until the application due date.

Appendix A: Allowable and Unallowable Costs

The following table summarizes allowable and unallowable costs in common categories for AMS grant programs. This section is not intended to be all-inclusive. The applicant should consult the Federal Cost Principles ([Subpart E-Cost Principles of 2 CFR § 200](#)) for the complete explanation of the allowability of costs. If applicants have questions concerning the allowability of costs after reviewing this section, they should contact the SCBGP team at specialtycrop@agr.wa.gov.

This table reflects all of USDA AMS's Grant Programs

Cost Category	Affected AMS Grant Program(s)	Description, Guidance and Exceptions
Advisory Councils	<i>ALL</i>	<i>Unallowable</i> for costs incurred by advisory councils or
Alcoholic Beverages	<i>ALL with exceptions</i>	<i>Unallowable</i> for alcoholic beverages unless the cost is associated with fulfilling the purpose of the grant program, and either approved in the application or with prior written approval.
Buildings and Land – Construction	<i>ALL</i>	<i>Unallowable</i> for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing. <i>Allowable</i> for rental costs of land and building space. However, lease agreements to own (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle. A building is any permanent structure designed or intended for support, enclosure, shelter or protection of people, animals or property, and having a permanent roof supported by columns or walls.

Conferences	<i>ALL with exceptions</i>	<p><i>Allowable</i> if the conference fulfills the purpose of a grant program’s legislated purpose. Allowable conference costs paid by the non-Federal recipient as a sponsor or host of the conference may include rental of facilities, speakers’ fees, costs of meals (see Meals for restrictions), and refreshments, local transportation, and other items incidental to such conferences with the exception of entertainment costs that are unallowable. If registration fees are collected, the recipient must report fees as program income (see Program Income).</p> <p><i>Allowable</i> to rent a building or room for training; however, where appropriate, AMS encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room. The recipient should use the most cost-effective facilities, such as State government conference rooms, if renting a building or a room is necessary.</p>
Contingency Provisions	<i>ALL</i>	<p><i>Unallowable</i> for miscellaneous and similar rainy-day funds for events the occurrence of which cannot be foretold with certainty as to the time or intensity, or with an assurance of their happening. Unallowable for working capital for activities/items not already in place.</p>
Contractual/Consultant Costs (Professional Services)	<i>ALL</i>	<p><i>Allowable subject to limitations.</i> Contractual/consultant costs are expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the recipient in the form of a procurement relationship.</p> <p><i>Allowable</i> for contractor/consultant employee rates that do not exceed the salary of a GS-15 step 10 Federal employee in the area (for more information, visit the OPM website) and travel that is reasonable and necessary. This does not include fringe benefits, indirect costs, or other expenses. If rates exceed this amount, the recipient is required to justify the allowability of the cost aligning with 2 CFR §§ 200.317-326.</p>
Contributions or Donations	<i>ALL</i>	<p><i>Unallowable</i> for contributions or donations, including cash, property, and services, made by the recipient to other entities. A non-Federal entity using grant funds to purchase food or services to donate to other entities and/or individuals is unallowable.</p>
Electronic Benefit Transfer (EBT) Machines	<i>ALL</i>	<p><i>Unallowable</i> for the purchase/lease of Supplemental Nutrition Assistance Program (SNAP) EBT equipment.</p>
Entertainment Costs	<i>ALL with exceptions</i>	<p><i>Unallowable</i> for entertainment costs including amusement, diversion, and social activities and any costs directly associated with such costs (such as bands, orchestras, dance groups, tickets to shows, meals, lodging, rentals, transportation, and gratuities). Entertainment costs are defined in 2 CFR § 200.438.</p> <p><i>Allowable</i> when provided in the application documents and either in the approved budget or with prior written approval; however, cost must be reasonable and not represent a significant amount of the project costs.</p>

<p>Equipment</p>	<p><i>ALL</i></p>	<p><i>Unallowable</i> for acquisition costs of general purpose equipment or lease agreements to own (i.e., lease-to-own or rent-to-own). <i>Allowable</i> for rental costs of general purpose equipment. Vehicles may be leased but not purchased. The lease or rental agreement must terminate at the end of the grant cycle. For vehicle and equipment leases or rentals with an acquisition cost that equals or exceeds \$5,000, rates should be in light of factors such as: rental costs of comparable vehicles and equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the vehicle or equipment leased. <i>Allowable</i> for acquisition costs and rental costs of special purpose equipment provided the following criteria is met:</p> <ol style="list-style-type: none"> 1) Necessary for the research, scientific, or other technical activities of the grant agreement; 2) Not otherwise reasonably available and accessible; 3) The type of equipment is normally charged as a direct cost by the organization; 4) Acquired in accordance with organizational practices; 5) Must be used solely to meet the legislative purpose of the grant program and objectives of the grant agreement; 6) More than one single commercial organization, commercial product, or individual must benefit from
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		<p>7) Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and</p> <p>8) Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR § 200.313 as applicable.</p> <p>Definitions</p> <p>Equipment is defined as tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000.</p> <p>Acquisition cost means the cost of the asset including the cost to prepare the asset for its intended use. Acquisition cost for equipment is the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for its acquired purpose.</p> <p>General Purpose Equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles.</p> <p>Special Purpose Equipment is equipment used only for research, scientific, or technical activities.</p>
<p>Equipment – Information Technology Systems</p>	<p><i>ALL</i></p>	<p>Unallowable for information technology systems having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds the lesser of the capitalization level established in accordance with GAAP by the recipient for financial statement purposes or \$5,000. Acquisition costs for software includes those development costs capitalized in accordance with GAAP. Information technology systems include computing devices, ancillary equipment, software, firmware, and similar procedures, services (including support services), and related resources. Computing devices means machines used to acquire, store, analyze, process, and publish data and other information electronically, including accessories (or “peripherals”) for printing, transmitting and receiving, or storing electronic information. Examples of unallowable information technology systems include service contracts, operating systems, printers, and computers that have an acquisition cost of \$5,000 or more.</p> <p>Allowable for website development, mobile apps, etc., that are not considered to be information technology systems, but rather social media applications.</p>

Farm, Gardening, and Production Activities and Supplies	<i>All with exceptions</i>	<i>Allowable</i> for farm, gardening, and production activities, materials, supplies, and other related costs including but not limited to soil, seeds, shovels, gardening tools, greenhouses, and hoop houses unless it is explicitly <u>prohibited</u> by the grant program
Fines, Penalties, Damages and Other Settlements	<i>ALL</i>	<i>Unallowable</i> for costs resulting from violations of, alleged violations of, or failure to comply with, Federal, state, tribal, local foreign laws and regulations.
Fixed Amount Subawards	<i>ALL with exceptions</i>	<i>Unallowable</i> for cost related to fixed amounts subawards. <i>Allowable</i> to meet the requirements of the sponsored program (noncompetitive) and with prior written approval. A pass-through entity may provide subawards based on fixed amounts up to the Simplified Acquisition Threshold, provided that the subawards meet the requirements for fixed amount awards in 2 CFR § 200.201 .
Fundraising and Investment Management Costs	<i>ALL</i>	<i>Unallowable</i> for organized fundraising, including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions, regardless of the purpose for which the funds will be used. This includes salaries of personnel involved in activities to raise capital.
General Costs of Government	<i>ALL</i>	<i>Unallowable</i> for: <ol style="list-style-type: none"> 1) Salaries and expenses of the Office of the Governor of a State or the chief executive of a local government or the chief executive of an Indian tribe; 2) Salaries and other expenses of a State legislature, tribal council, or similar local governmental body, such as a county supervisor, city council, school board, etc., whether incurred for purposes of legislation or executive direction; 3) Costs of the judicial branch of a government; 4) Costs of prosecutorial activities unless treated as a direct cost to a specific program if authorized by statute or regulation (however, this does not preclude the allowability of other legal activities of the Attorney General as described in § 200.435 Defense and prosecution of criminal and civil proceedings, claims, appeals and patent infringements); and 5) Costs of other general types of government services normally provided to the general public, such as fire and
Goods or Services for Personal Use	<i>ALL</i>	<i>Unallowable</i> for costs of goods or services for personal use of the recipient's employees regardless of whether the cost is reported as taxable income to the employees.

Indirect Costs – Unrecovered	<i>ALL with exceptions</i>	<i>Unallowable</i> for unrecovered indirect costs. <i>Allowable</i> for projects with match requirements to use unrecovered indirect costs as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the Federal award and the amount that could have been charged to the Federal award under the potential recipient’s approved negotiated indirect cost rate.
Lobbying	<i>ALL</i>	<i>Unallowable</i> as defined in 2 CFR § 200.450 .
Meals	<i>ALL</i>	<i>Unallowable</i> for business meals when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting.
		Such activity is considered an entertainment cost. <i>Unallowable</i> for conference attendee breakfasts. It is expected attendees will have adequate time to obtain this meal on their own before a conference begins. <i>Unallowable</i> for meal costs that duplicate a meeting participant’s per diem or subsistence allowances. <i>Allowable</i> for lunch or dinner meals if the costs are reasonable and a justification is provided that such activity maintains the continuity of the meeting, and to do otherwise will impose arduous conditions on the meeting participants. <i>Allowable</i> for meals consumed while in official travel status. They are considered per diem expenses and should be reimbursed in accordance with the organization’s established written travel policies.
Memberships, Subscriptions, and Professional Activity Costs	<i>ALL</i>	<i>Unallowable</i> for costs of membership in any civic or community organization. <i>Allowable</i> for costs of membership in business, technical, and professional organizations.
Organization Costs	<i>ALL</i>	<i>Unallowable</i> for costs of investment counsel and staff and similar expenses incurred to enhance income from investments. <i>Allowable</i> with prior approval for organization costs per 2 CFR § 200.455 .
Participant Support Costs	<i>ALL</i>	<i>Allowable</i> for such items as stipends or subsistence allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in connection with approved conferences, training projects, surveys, and focus groups.
Political Activities	<i>ALL</i>	<i>Unallowable</i> for development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. §§ 1501-1508 and §§ 7324-7326).

Printing and Publications	<i>ALL</i>	<i>Allowable</i> to pay the cost of preparing informational leaflets, reports, manuals, and publications relating to the project; however, the printing of hard copies is discouraged given the prevalence of electronic/virtual publication means.
Rearrangement and Reconversion Costs	<i>ALL</i>	<i>Allowable</i> as direct costs with prior approval for special arrangements and alterations costs incurred specifically for the award. Rearrangement and reconversion costs are those incurred in restoring or rehabilitating the non-Federal entity’s facilities to approximately the same condition existing immediately before the start of the grant agreement, less costs related to normal wear and tear.
Salaries and Wages	<i>ALL</i>	<i>Allowable</i> as part of employee compensation for personnel services in proportion to the amount of time or effort an employee devotes to the grant-supported project or program during the period of performance under the Federal award, including salaries, wages, and fringe benefits. Such costs must be incurred under formally established policies of the organization, be consistently applied, be reasonable for the services rendered, and be supported with adequate documentation. Salary and wage amounts charged to grant-supported projects or programs for personal services must be based on an adequate payroll distribution system that documents such distribution in accordance with generally accepted practices of like organizations. Standards for payroll distribution systems are contained in the applicable cost principles (other than those for for-profit organizations). <i>Unallowable</i> for salaries, wages and fringe benefits for project staff who devote time and effort to activities that do not meet the legislated purpose of the grant program.
Selling and Marketing Costs – Promotion of an Organization’s Image, Logo, or Brand Name	<i>ALL</i>	<i>Unallowable</i> for costs designed solely to promote the image of an organization, a general logo, or a general brand. <ul style="list-style-type: none"> • Promotional items could say “Buy STATE/COUNTY Grown Apples” but not “XYZ Grown”, which promotes XYZ generically. • A promotional campaign to increase producer sales of “STATE/COUNTY Grown fruits and vegetables” is acceptable while increasing membership in “STATE/COUNTY Grown” generally is not.
Selling and Marketing Costs – Promotion of Venues that do not Align with Grant Program	<i>ALL</i>	<i>Unallowable</i> for costs for promotion of specific venues, tradeshow, events, meetings, programs, conventions, symposia, seminars, etc. that do not align with the legislated purpose of the grant program.

Selling and Marketing Costs – Promotional Items, Gifts, Prizes, etc.	<i>ALL with exceptions</i>	<i>Unallowable</i> for promotional items, swag, gifts, prizes, memorabilia, and souvenirs. <i>Allowable with conditions</i> to meet the requirements of the sponsored agreement, in the approved application or with prior approval for marketing activities directly related to the funded project. Promotional items include point-of-sale materials, promotional kits, signs or streamers, automobile stickers, table tents, and place mats, or promotional items of a personal nature (e.g., t-shirt, hats, etc.).
Selling and Marketing Costs – Coupons, Incentives or Other Price Discounts	<i>ALL</i>	<i>Unallowable</i> for costs of the value of coupon/incentive redemptions or price discounts (e.g., the \$5.00 value for a \$5.00 clip-out coupon). <i>Allowable</i> for costs associated with printing, distribution, or promotion of coupons/tokens or price discounts (e.g., a print advertisement that contains a clip-out coupon) as long as they
Selling and Marketing Costs – Food for Displays, Tastings, Cooking	<i>ALL with exceptions</i>	<i>Unallowable</i> for purchasing food for displays, tastings, and cooking demonstrations except for projects that have a programmatic purpose and are authorized either in the approved written approval.
Selling and Marketing Costs – General Marketing Costs	<i>ALL with exceptions</i>	<i>Unallowable</i> for costs designed solely to promote the image of an organization, general logo, or general brand. <i>Allowable</i> for costs designed to promote products that align with the purpose of the grant program.
Selling and Marketing Costs – Sponsorships	<i>ALL</i>	<i>Unallowable</i> for costs associated with sponsorships. A sponsorship is a form of advertising in which an organization uses grant funds to have its name and/or logo associated with certain events and where the organization does not necessarily know how the funds associated with sponsorship costs will be used. These costs also benefit only the organization offering funding, limiting the beneficiaries to the sponsor organization.
Selling and Marketing Costs – Use of Meeting Rooms, Space, Exhibits that do not Align with Grant Program Purpose	<i>ALL</i>	<i>Unallowable</i> for costs associated with trade show attendance/displays, meeting room reservations, and/or any other displays, demonstrations, exhibits, or rental of space where activities do not specifically align with the purpose of the grant program. See Conferences for more information.

<p>Supplies and Materials, Including Costs of Computing Devices</p>	<p><i>ALL</i></p>	<p><i>Allowable</i> for costs incurred for materials, supplies, and fabricated parts necessary to carry out a Federal award. Purchased materials and supplies must be charged at their actual prices, net of applicable credits. Withdrawals from general stores or stockrooms should be charged at their actual net cost under any recognized method of pricing inventory withdrawals, consistently applied. Incoming transportation charges are a proper part of materials and supplies costs. Only materials and supplies used for the performance of a Federal award may be charged as direct costs.</p> <p>A computing device is a supply if the acquisition cost is less than the lesser of the capitalization level established by the recipient for financial statement purposes or \$5,000, regardless of the length of its useful life. In the specific case of computing devices, charging as direct cost is allowable for devices that are essential and allocable, but not solely dedicated, to the performance of a Federal award. When Federally funded...</p>
<p>Training</p>	<p><i>ALL</i></p>	<p><i>Allowable</i> when the training is required to meet the objectives of the project or program, including training that is related to Federal grants management.</p>
<p>Travel – Domestic and Foreign</p>	<p><i>ALL</i></p>	<p><i>Allowable</i> for travel, with prior approval and when costs are limited to those allowed by formal organizational policy and the purpose aligns with the legislated purpose of the program.</p> <p>The allowable travel cost of recipients that do not have formal travel policies and for-profit entities may not exceed those established by the Federal Travel Regulation, issued by General Services Administration (GSA), including the maximum per diem and subsistence rates prescribed in those regulations. If a recipient does not have a formal travel policy, those regulations will be used to determine the amount that may be charged for</p>

Appendix B: Expected Measurable Outcomes Supplement

EXPECTED MEASURABLE OUTCOMES

Choose one or two of the eight (8) Expected Measurable Outcomes, along with the indicators. You will also need to provide a performance measure for each outcome you choose.

USDA-AMS is required to report on the outcomes of the SCBGP at a national scale to demonstrate the performance of this program. By collecting, aggregating, and reporting performance data across all states and territories, AMS can share the impact of the SCBGP with all stakeholders, including the Office of Management and Budget (OMB), Congress, the agricultural community, and the general public.

- Your project must include at least one of the eight outcomes listed below, and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, select at least one.
- If the indicator(s) below the selected outcome(s) are not relevant to a project, a project-specific indicator(s) may be developed which will be subject to approval by AMS.
- The progress of each indicator must be reported in the Annual Performance Report and the result in the Final Performance Report.
- USDA-AMS will aggregate the data collected to assess the overall impact of the program and report to OMB and Congress on these national outcome measures.
- USDA-AMS will review the quality of the information we receive in subsequent performance reports and modify the outcomes and indicators as needed over time to lead to better results in showing the impact of the SCBGP.

Outcome Measures

*Outcome 1: To enhance the competitiveness of specialty crops through increased sales
THIS IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.*

Outcome Definition:

Marketing and Promotion

Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:

- Uses of social media to market and promote;
- Specialty crop local, regional and national campaigns;
- Specialty crop only tradeshow;
- Website promotion and development;
- Use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures;
- Agritourism;
- Export market development;
- Retail promotions including point-of-purchase items, labels, packaging etc.;
- Farmers market promotions; and
- Marketing and promotion campaigns with an education component directed to consumers.

The specific measure must be expressed as a dollar value and percentage increase in sales of one or more specialty crops in one or more States or foreign markets as a result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable by itself, but in combination with an increase in sales of \$1 million to \$2 million it is acceptable. This requirement means that an established baseline of sales in dollars should already exist at the time of application. For projects that do not already have a baseline of sales in dollars, one of the objectives of the project must be to determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

Indicator: Sales increased from \$_____ to \$_____ and by _____ percent, as result of marketing and/or promotion activities

AMS understands that sales can be impacted by a host of unrelated issues including trade disputes, phytosanitary issues, export conditions, weather, and other factors affecting the farmer, supply chain, retailers, wholesalers and/or consumers. The above factors demonstrate that even a perfectly executed marketing campaign can result in sales remaining constant or even

declining. These factors and events that either positively or negatively impacted the sales of a project can be explained in the performance report.

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption

Indicators:

1. Of the _____ total number of children and youth reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops

2. Of the _____ total number of adults reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops

3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents) _____

4. Number of new specialty crops and/or specialty crop products introduced to consumers _____

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness

Indicators:

1. Of the _____ total number of consumers or wholesale buyers reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared

2. Of the _____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained

3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted
 - j. _____ total (if not reported above)

4. Number of new delivery systems/access points offering specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores

- e. _____ wholesale markets
- f. _____ food hubs that process, aggregate, distribute, or store specialty crops
- g. _____ home improvement centers with lawn and garden centers
- h. _____ lawn and garden centers
- i. _____ other systems/access points, not noted
- j. _____ total (if not reported above)

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 4: Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.

Indicators:

1. Numbers of plant/seed releases (i.e., cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.)

2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources (select at least one below).

- a. Number of growers/producers indicating adoption of recommended practices _____
- b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre _____
- c. Number of producers reporting increased dollar returns per acre or reduced costs per acre _____
- d. Number of acres in conservation tillage or acres in other best management practices _____

3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops _____

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

Indicators:

1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc.

2. Number of innovations adopted _____

3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars _____

4. Number of new diagnostic systems analyzing specialty crop pests and diseases. _____

[Diagnostic systems refer to, among other things: labs, networks, procedures, access points.]

5. Number of new diagnostic technologies available for detecting plant pests and diseases. _____

[The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity.]

6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases _____

7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____

8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 6: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety

Indicators:

1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats _____

2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum_____
3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge_____
4. Number of improved prevention, detection, control, and intervention technologies_____
5. Number of reported changes in prevention, detection, control, and intervention strategies_____

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources

Indicators:

Number of projects focused on:

1. Increased understanding of fecal indicators and pathogens _____
2. Increased safety of all inputs into the specialty crop chain _____
3. Increased understanding of the roles of humans, plants and animals as vectors _____
4. Increased understanding of preharvest and postharvest process impacts on microbial and chemical threats _____
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices) _____

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicators:

1. Number of new rural careers created _____
2. Number of new urban careers created _____
3. Number of jobs maintained/created _____
4. Number of small businesses maintained/created _____
5. Increased revenue/increased savings/one-time capital purchases (in dollars) _____
6. Number of new beginning farmers who went into specialty crop production _____
7. Number of socially disadvantaged famers who went into specialty crop production _____

Additional information:

- Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.
- Beginning Farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.
- Socially Disadvantaged Farmer is a farmer who is a member of a socially disadvantaged group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program.

Performance Measure: Explain how you will collect the required data to report on the outcome and indicator.

Other Outcome: In the unlikely event that the above outcomes and indicators are not relevant to your project, you may develop a project-specific outcome(s) and indicator(s) which will be subject to approval by USDA-AMS.

Appendix C: Tips for Submitting Your Proposal

To help ensure that a project is accurately submitted and well-received by the technical review committee please consider the following advice when composing the concept proposal.

- Do not wait until the last minute to prepare or submit your proposal. Allow ample time for composition, research, review, and submittal.
- Compose answers to questions in a word processing document so they can be checked for grammar, spelling, syntax, and overall clarity before entering them into the our application submittal site **OpenWater**.
- Double-check the project budget against the Allowable and Unallowable Costs and Activities Table in Appendix A of this document. Too many unallowable costs listed in the budget may result in disqualification.
- Check your math. Review the budget to ensure the added costs from each budget category equal the total requested funds.
- Double-check to ensure the most appropriate funding category has been selected for the project. Identifying the most appropriate category ensures proposals are evaluated by reviewers with the most relevant expertise.
- Only attach the required documents. Attaching additional documents may result in disqualification.
- Before submitting the full proposal, view all attached documents to ensure that the correct documents have been attached.