



**Governor Ned Lamont**

**SPECIALTY CROP BLOCK GRANT PROGRAM**  
*Fiscal Year 2021*

**APPLICATION GUIDELINES AND FORMS**

**Application Deadline: March 19, 2021 at 4:00pm**

Program Contact:

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<https://portal.ct.gov/DOAG/Marketing/Marketing/Specialty-Crop-Block-Grant-FB-Program>

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## PROGRAM INFORMATION

### GRANT DESCRIPTION

The Connecticut Department of Agricultural (hereinafter, "CT DoAg") is soliciting full applications whose project specifically addresses the goals the United States Department of Agriculture (hereinafter, "USDA") has for the Specialty Crop Block Grant Program (SCBGP).

The goals of a submitted project must enhance the competitiveness of United States specialty crops in domestic and foreign markets. *Specialty crops are defined by the USDA as fruits and vegetables, dried fruit, tree nuts, horticulture (including maple syrup and honey), and nursery crops (including floriculture).* A complete list of eligible and ineligible specialty crops can be found on the USDA Specialty Crop Block Grant website: [www.ams.usda.gov/scbgp](http://www.ams.usda.gov/scbgp).

The USDA is the funding entity and has the final approval of projects. Prior to the USDA's approval, CT DoAg will conduct an administrative review for completeness and a confidential review panel of industry representatives will make award recommendations to the Commissioner of Agriculture. The USDA will make the final award decisions.

*Any changes to the 2021 program year are noted as **\*NEW INFORMATION**.*

### ELIGIBILITY REQUIREMENTS

Eligible applicants include:

- Universities/colleges
- Municipalities
- Registered nonprofits
- State agencies
- Council of Governments

Please see [2 CFR 200](#) of the federal regulations regarding administration of grants, which is dependent upon the type of applicant.

All applicants must:

1. Provide a Data Universal Numbering System (DUNS) number to CT DoAg. A DUNS number is a nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities. A DUNS number may be obtained from D&B by telephone (currently 866-705-5711) or via the web (currently at <http://fedgov.dnb.com/webform>). There is no charge to obtain a DUNS number. *The organizations' DUNS number is required on the Application Cover Page.*
2. Have an active registration on [www.SAM.gov](http://www.SAM.gov) (Systems of Award Management) to be eligible to receive federal funds. *A screenshot of your registration from the SAM.gov website must be included with your application.*

Single organizations, institutions, and individuals/producers are encouraged to participate as project partners. Projects are required to impact and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution or individual.

Funds cannot be awarded for projects which benefit a particular commercial product or provide a profit to a single organization, institution, or individual. In addition, recipients and sub-recipients cannot use grant funds to compete unfairly with private companies that provide equivalent products or services.

### **SUBMISSION PROCESS**

All submissions are required via email by 4:00 p.m. on **March 19, 2021** to Haley Rowland, [AGR.grants@ct.gov](mailto:AGR.grants@ct.gov).

Late applications will not be considered. Please keep in mind there is an occasional delay with email, therefore it is recommended you allow ample time for the email to be successfully received by CT DoAg. Once your application is received, a confirmation email will be sent.

A complete application includes:

1. Application Cover Page
2. Budget Form
3. Project Profile Template (in MS .doc or .docx format only)
4. Any letters of support.

A check list is found in Appendix F.

### **ANTICIPATED TIMELINE OF EVENTS**

March 5: New applicant video meeting on Microsoft Teams (Meeting information below)

March 19: Full applications due via email by 4:00 p.m. to [AGR.grants@ct.gov](mailto:AGR.grants@ct.gov)

April 27: Review panel meeting

May 4: Anticipated awards announced

May 21: DoAg application submitted to USDA

October 1: Anticipated federal award announcement

*Dates are subject to change, please check the agency website for the most current timeline of events.*

### **NEW APPLICANT VIDEO MEETING**

A video conference call for new applicants on how to submit a complete, thorough, and detailed application will be held on **March 5, 2021 from 11:00 AM – 12:00 PM**. This call will be held on Microsoft Teams. To join the meeting, please click the link below at 11:00 AM. For more information on using Microsoft Teams, please click "Learn More."

**Join on your computer or mobile app**

[Click here to join the meeting](#)

[Learn More](#) | [Meeting options](#)

### **MAXIMUM AWARD AND NUMBER OF GRANTEES**

This is a competitive grant process. The maximum award to any applicant is \$75,000.00 however, CT DoAg will entertain applications requesting lesser amounts.

CT DoAg is looking to award multiple grants. Connecticut's total award from the USDA is based upon a formula analyzing specialty crop acreage and sales in the state of Connecticut.

Approximately \$400,000 is available to award in FY 2021.

### **PROJECT DURATION AND ADMINISTRATION**

Projects cannot begin until January 1, 2022 or later. Projects must be completed by March 1, 2024; however, the proposal must justify the timeline. Projects with shorter timeframes are welcome. No extensions of any kind are allowed.

Prior to starting a project the USDA must make the official award announcement (expected in October 2021), a contract or MOU must be signed with the State of Connecticut, and a State of Connecticut Purchase Order (PO) must be issued.

### **PRIORITY AREAS**

All projects must enhance the competitive of specialty crops.

Funding priorities for 2021 are as follows:

- Strengthening and improving food systems
- CT Grown value-added processing for expanded availability of CT Grown foods year-round
- Improving food security through new technologies and/or delivery methods
- Assisting farmers with meeting existing and emerging food safety requirements
- Preparing for and adapting to climate change to strengthen Connecticut food

production

- Research and development on controlled environment agriculture production systems

### **PROJECT PROFILE REQUIREMENTS**

Applicants are **required to fill out the attached Project Profile Template found in Appendix E** to explain and submit their project for consideration by the industry review panel. Detailed instructions on how to complete the template are included within the template.

This template can also be obtained online at [www.CTGrown.gov/grants](http://www.CTGrown.gov/grants)

Please be aware, each project must select **only one** outcome and at least one indicator. These are further described in Appendix B.

## EVALUATION PROCESS

Applications will be evaluated by an industry review panel. Award recommendations will be made to the Commissioner of Agriculture.

Applications will be evaluated based on how well the application meets the following criteria:

1. Does the application meet all the submission requirements?
2. Does the project enhance the competitiveness of specialty crops? How?
3. Is the project needed by the industry?
4. Is the project work plan reasonable and achievable? Is the strategy for implementation appropriate?
5. Does the project affect specialty crops as a whole and not an individual in anyway? Does the application elaborate on how that will be accomplished?
6. Is there a well constructed budget? A well constructed budget will show in the highest detail possible how funds are to be expended.
7. Is there a positive past history of grant awards and project progress and outcomes (if applicable).

The tentative review panel meeting date is scheduled for April 27, 2021.

*CT DoAG, upon its decision, may ask a potential grantee for more information on any of the Project Profile Requirements before awarding the grant or entering into an agreement with the grantee. CT DoAG reserves the right to fund the project in part, add and delete tasks, and ask for clarification on the work plan, timeline, and budget. No agreement will be entered into until CT DoAG is satisfied with all the specifications of the project. Any grant award is dependent upon the availability of federal funds and the final approval from the USDA.*

## **POST AWARD INFORMATION**

Successful applicants will be required to complete the following documents, among others after October 1, 2021:

- a) Contract or Memorandum of Understanding (MOU)
- b) Form W-9
- c) Vendor Form

Awardees will be required to do the following upon agreement execution:

- d) Provide quarterly reimbursement invoices
- e) Submit a quarterly Reimbursement Request Form
- f) Submit one or two annual reports
- g) Submit one final report
- h) Conduct at least one social media post for each year the project is active
- i) Present to at least one grower meeting on the project results

### **FUND DISBURSEMENT**

Funds shall be reimbursed on a quarterly basis. Prior to release of funds, awardees must submit a Reimbursement Request Form and invoice to justify the use of funds.

Reimbursement shall be withheld until all necessary annual and final reports are received. Additional details are provided in the signed agreement.

### **REPORTING AND MONITORING REQUIREMENTS**

Potential applicants are hereby notified that all successful grantees will be required to submit up to two annual report(s) and one final report. Additional details, including specific report information and submission deadlines, will be included in the signed agreement.

Grantees are subject to site visits, phone calls, and emails to check on the status of project(s) at any time for the duration of the award.



## **APPENDICES THAT FOLLOW**

A: Allowable and Unallowable Costs and Activities

B: Outcome Measures and Indicators

C: Application Cover Page (also available on our website,  
<https://portal.ct.gov/DOAG/Marketing/Marketing/Speciality-Crop-Block-Grant-FB-Program>)

D: Application Budget Form (also available on our website,  
<https://portal.ct.gov/DOAG/Marketing/Marketing/Speciality-Crop-Block-Grant-FB-Program>)

E: Project Profile Template (also available on our website,  
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## APPENDIX A

### ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

<b>Advisory Councils</b>	<i>Unallowable</i> for costs incurred by advisory councils or committees.
<b>Alcoholic Beverages</b>	<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
<b>Building and Land - Construction</b>	<p><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.</p> <p><i>Allowable</i> for rental costs of land and building space. However, lease to own agreements (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.</p> <p>A <i>building</i> 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.</p>
<b>Conferences</b>	<p><i>Allowable</i> for costs of conferences. A conference is defined as a meeting, retreat, seminar, symposium, workshop or event whose primary purpose is the dissemination of technical information and is necessary and reasonable for successful performance under the Federal award. Allowable conference costs paid by the recipient or subrecipient as a sponsor or host of the conference may include rental of facilities, speakers' fees, costs of meals (see <a href="#">Meals</a> 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 or subrecipient must report fees as program income (See <a href="#">Program Income</a>).</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>
<b>Contingency Provisions</b>	<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.
<b>Contractual/Consultant Costs (Professional Services)</b>	<p><i>Allowable subject to limitations below.</i> Contractual/consultant costs are the 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 your area (refer to: <a href="http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2015/general-schedule/">http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2015/general-schedule/</a>). This does not include fringe benefits, travel, 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>

<b>Contributions and Donations</b>	<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.
<b>Electronic Benefit Transfer (EBT) Machines</b>	<i>Unallowable</i> for the purchase/lease of Supplemental Nutrition Assistance Program (SNAP) EBT equipment.
<b>Entertainment</b>	<p><i>Unallowable</i> for entertainment costs include 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> where the specific cost is considered to meet the requirements of the sponsored program and are authorized in the approved budget or with prior written approval.</p>
<b>Equipment</b>	<p><i>Unallowable</i> for acquisition costs of general purpose equipment or lease agreements to own (i.e., least-to-own or rent-to-own).</p> <p><i>Allowable</i> for rental costs of general purpose equipment when provided in the approved budget or with prior written approval. Vehicles may be leased but not purchased. The lease or rental agreement must terminate at the end of the grant cycle.</p> <p>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.</p> <p><i>Allowable</i> when provided in the approved budget or with prior written approval for acquisition costs and rental costs of special purpose equipment provided the following criteria is met:</p> <ol style="list-style-type: none"> <li>1) Necessary for the research, scientific, or other technical activities of the grant agreement;</li> <li>2) Not otherwise reasonably available and accessible;</li> <li>3) The type of equipment is normally charged as a direct cost by the organization;</li> <li>4) Acquired in accordance with organizational practices;</li> <li>5) Must only be used to solely meet the legislative purpose of the grant program and objectives of the grant agreement;</li> <li>6) More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment;</li> <li>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</li> <li>8) Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR § 200.313 as applicable.</li> </ol> <p><b>Definitions</b></p> <p><i>Equipment</i> 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 which equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000.</p> <p><i>Acquisition cost</i> means the cost of the asset including the cost to prepare the asset for its intended use. Acquisition cost for equipment includes the net invoice price of the equipment, including the any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for its acquired purpose.</p> <p><i>General Purpose Equipment</i> 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><i>Special Purpose Equipment</i> is equipment used only for research, scientific, or technical activities.</p>

<p><b>Equipment – Information Technology System</b></p>	<p><i>Unallowable</i> 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 by Generally Accepted Accounting Principles (GAAP) by the recipient for financial statement purposes or \$5,000. Acquisition costs for software includes those development costs capitalized in accordance with GAAP.</p> <p>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><i>Allowable</i> for website development, mobile apps, etc., that are not considered to be information technology systems, but rather social media applications.</p>
<p><b>Farm, Gardening, Production Activities and Supplies</b></p>	<p><i>Unallowable</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.</p> <p><i>Allowable</i> where the specific cost is considered to meet the requirements of the sponsored program and are authorized in the approved budget or with prior written approval.</p>
<p><b>Fines, Penalties, Damages and Other Settlements</b></p>	<p><i>Unallowable</i> for costs resulting from violations of, alleged violations of, or failure to comply with, Federal, state, tribal, local or foreign laws and regulations.</p>
<p><b>Fixed Amount Subawards</b></p>	<p><i>Unallowable</i> for cost related to fixed amount subawards.</p> <p><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</p>
<p><b>Fundraising and Investment Management Costs</b></p>	<p><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.</p>
<p><b>General Costs of Government</b></p>	<p><i>Unallowable</i> for:</p> <ol style="list-style-type: none"> <li>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;</li> <li>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;</li> <li>3) Costs of the judicial branch of a government;</li> <li>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</li> <li>5) Costs of other general types of government services normally provided to the general public, such as fire and police, unless provided for as a direct cost under a program statute or regulation.</li> </ol>
<p><b>Goods or Services for Personal Use</b></p>	<p><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.</p>
<p><b>Indirect Costs – Unrecovered</b></p>	<p><i>Unallowable</i> for unrecovered indirect costs.</p> <p><i>Allowable</i> for projects with match requirements to use unrecovered indirect costs as part of cost-sharing or matching.</p>

<b>Insurance and Indemnification</b>	<i>Allowable</i> when provided in the approved budget or with prior written approval as indirect costs for insurance and indemnification.
<b>Lobbying</b>	<i>Unallowable</i> as defined in 2 CFR § 200.450.
<b>Meals</b>	<p><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.</p> <p><i>Unallowable</i> for breakfasts for conference attendees because it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins.</p> <p><i>Unallowable</i> for meal costs that are duplicated in meeting participant's per diem or subsistence allowances.</p> <p><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.</p> <p><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.</p>
<b>Memberships, Subscriptions, and Professional Activity Costs</b>	<p><i>Unallowable</i> for costs of membership in any civic or community organization.</p> <p><i>Allowable</i> for costs of membership in business, technical, and professional organizations when provided in the approved budget or with prior written approval.</p>
<b>Organization Costs</b>	<p><i>Unallowable</i> for costs of investment counsel and staff and similar expenses incurred to enhance income from investments.</p> <p><i>Allowable</i> with prior approval for organization costs per 2 CFR § 200.455.</p>
<b>Participant Support Costs</b>	<i>Allowable</i> when provided in the approved budget or with prior written approval 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.
<b>Political Activities</b>	<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).
<b>Pre-Award Costs</b>	<p><i>Allowable</i> when provided in the approved budget or with prior written approval if such costs are necessary for efficient and timely performance of the project's scope of work. Such costs are allowable only to the extent that they would have been allowable if incurred after the date of the Federal award.</p> <p>A recipient may incur pre-award costs 90 calendar days before the award. Expenses more than 90 calendar days pre-award require prior approval. These costs and associated activities must be included in the recipient's project narrative and budget justification. All costs incurred before the award are at the potential recipient's risk. The incurrence of pre-award costs in anticipation of an award imposes no obligation on AMS to award funds for such costs.</p>
<b>Printing and Publications</b>	<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.
<b>Rearrangement and Reconversion Costs</b>	<p><i>Allowable</i> as indirect costs with prior approval for cost incurred for ordinary and normal rearrangement and alteration of facilities.</p> <p><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.</p>
<b>Salaries and Wages</b>	<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 organization, be consistently applied, be reasonable for the services rendered, and be supported with adequate

	<p>documentation.</p> <p>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).</p> <p><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.</p>
<b>Selling and Marketing Costs – Promotion of an Organization’s Image, Logo, or Brand Name</b>	<p><i>Unallowable</i> for costs designed solely to promote the image of an organization, a general logo, or a general brand.</p> <ul style="list-style-type: none"> <li>• Promotional items could say “Buy STATE/COUNTY Grown Apples” but not “XYZ Grown”, which promotes XYZ generically.</li> <li>• 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.</li> </ul>
<b>Selling and Marketing Costs – Promotion of Venues that do not Align with Grant Program Purpose</b>	<p><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.</p>
<b>Selling and Marketing Costs – Promotional Items, Gifts, Prizes, etc.</b>	<p><i>Unallowable</i> for promotional items, swag, gifts, prizes, memorabilia, and souvenirs.</p> <p><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.).</p>
<b>Selling and Marketing Costs – Coupons, Incentives or Other Price Discounts</b>	<p><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).</p> <p><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 benefit more than a single program or organization.</p>
<b>Selling and Marketing Costs – Food for Displays, Tastings, Cooking Demonstrations</b>	<p><i>Allowable</i> for food for displays, tastings, and cooking demonstrations.</p> <p><i>Unallowable</i> where the specific cost is considered to meet the programmatic purpose of the sponsored program and is authorized in the approved budget or with prior written approval.</p>
<b>Selling and Marketing Costs – General Marketing Costs</b>	<p><i>Unallowable</i> for costs designed solely to promote the image of an organization, general logo, or general brand.</p> <p><i>Allowable</i> for costs designed to promote products that align with the purpose of the grant program.</p>
<b>Selling and Marketing Costs – Sponsorships</b>	<p><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.</p>
<b>Selling and Marketing Costs – Use of Meeting Rooms, Space, Exhibits that do not Align with Grant Program Purpose</b>	<p><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>

<p><b>Supplies and Materials, Including Costs of Computing Devices</b></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. Where Federally donated or furnished materials are used in performing the Federal award, such materials will be used without charge.</p>
<p><b>Training</b></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><b>Travel – Domestic and Foreign</b></p>	<p><i>Allowable</i> for travel, when provided in the approved budget or with prior written approval 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 travel costs.</p>

## **Appendix B**

### **OUTCOME MEASURES AND INDICATORS**

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 consistent 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.

Each project submitted in the State Plan must include one or more of the eight outcomes listed below, and one or more of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, select one or more.

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.

At the conclusion of the grant agreement, 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. AMS will review the quality of the information received 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 1: To enhance the competitiveness of specialty crops through increased sales.***  
**THIS IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.**

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

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 must already exist at the time of application. For projects that do not already have a baseline the applicant shall determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

***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

***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
  - 5
  - 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)

**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

**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

**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

**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)

**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

**Appendix C**  
**APPLICATION COVER PAGE**  
**2021 SPECIALTY CROP BLOCK GRANT PROGRAM**

<b>Organization Information</b>			
<b>Organization Name:</b>			
<b>PI Contact:</b>			
<b>Full Mailing Address:</b>			
<b>Phone:</b>		<b>Fax:</b>	
<b>Email:</b>		<b>Website:</b>	
<b>Organizational DUNS Number</b>			
<b>SAM.gov Registration Expiration Date (a screenshot of your active registration must also be provided)</b>			
<b>Project Information:</b>			
<b>Project Title:</b>			
<b>Total Project Value:</b>			
<b>SCBG Amount Requested:</b> <i>(Cannot exceed \$75,000)</i>			
<b>Project Duration:</b>			
<b>Targeted Specialty Crop:</b>			

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<b>Signature of Organization Representative</b>	<b>Title</b>	<b>Date</b>
<i>By signing you are verifying the attached information is approved by the applying organization.</i>		

**Appendix D**  
**2021 SPECIALTY CROP BLOCK GRANT PROGRAM**

For each budget category below, list the amount requested for each year and the total request for each category.

If there are no expenses for a particular category please note with a N/A.

This form must be included with your Application Cover Page and Application Narrative.

Category	Amount			Total Requested	Cash Match <i>If applicable</i>
	Year 1	Year 2	Year 3		
Personnel					
Fringe Benefits					
Travel					
Equipment					
Supplies					
Contractual Costs					
Other Costs					
Indirect Costs	\$0.00	\$0.00	\$0.00	\$0.00	
<i>Project Total</i>					
Estimated Program Income					