



Specialty Crop Block Grant Program-Farm Bill

Grant Manual

Fiscal Year 2014 Funding Cycle

**Grant Proposal Due Date:
April 2, 2014
5:00PM**

Application forms and additional copies of this publication may be obtained from
our web site at:

<http://www.azda.gov/ACT/SCBGP.aspx>



Arizona Department of Agriculture

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February 14, 2014

Dear Grant Applicant:

The Arizona Department of Agriculture is pleased to present the Specialty Crop Block Grant Program-Farm Bill (SCBGP-FB) Grant Manual. The purpose of this program is solely to enhance the competitiveness of specialty crops in Arizona. For purposes of the program, specialty crops are defined as fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).

This manual is designed to instruct applicants in preparing successful grant application packets for funding assistance from the Arizona Department of Agriculture (ADA) for revenues appropriated pursuant to the Agricultural Act of 2014. **Please take the time to read this grant manual carefully and follow all given instructions. Incomplete applications, applications that include support letters or documentation, or applications that exceed the given page limits shall be deemed ineligible.** You are strongly encouraged to communicate with industry representatives or stakeholders that may be affected by your grant proposal so that they are aware of your efforts.

The following substantive changes have been made for the new 2014 SCBGP-FB Grant Cycle:

1. Application Packet Details and Format have changed – Page 9
2. A fillable PDF form must be used for the Application Cover Sheet – Appendix B
3. A Microsoft Word template must be used for the Project Proposal sections – Appendix C
4. A fillable PDF form must be used for the Budget – Appendix D
5. Sample Application Packets (formerly Appendix D) have been removed. Please use examples within Section II. C. – Application Packet Requirements – Pages 10-23

Although AMS has not officially announced the total amount of grant funds ADA will receive, ADA projects that approximately \$1,200,000.00 will eventually be available for this funding cycle, subject to publication of the Notice of Funds Availability (NOFA).

The Arizona Department of Agriculture anticipates that grant monies will be available to successful applicants by late 2014. ADA may place a per applicant cap on grant awards. This manual contains general program information, criteria rating system, and application packet requirements. Completed applications are due no later than **5:00 PM on Wednesday, April 2, 2014.**

Thank you for your interest in this important program and we look forward to receiving your application packet.

Sincerely,

A handwritten signature in black ink, appearing to read "Jack Peterson", with a long horizontal flourish extending to the right.

Jack Peterson
Interim Director

**Specialty Crop Block Grant Program – Farm Bill
FY 2014 Grant Manual**

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I. General Information

I.A. List of Terms and Acronyms

ADA - Arizona Department of Agriculture

Administrative Costs - All executive, organizational, and clerical costs associated with the general management of an organization and not costs for the direct execution of the grant project.

AMS - Agricultural Marketing Service (a division of USDA)

A.R.S. - Arizona Revised Statutes

Authorized Signature – Signature of authorized signer

Authorized Signer – Individual authorized by the grantee to receive grant funds and sign the Grant Award Agreement

Collaboration – Any cooperative effort of eligible applicants, universities, or industry trade associations to execute the completion of the proposed grant project

DBA – Doing business as

FFATA – Federal Funding Accountability and Transparency Act

Grant Award Agreement – ADA’s contract with the authorized signer indicating the grantee’s intention to complete the proposed tasks and authorizing ADA to monitor the progress of the proposed project

Matching Funds – A cash contribution toward the completion of the project or new, verifiable in-kind expenditures that the applicant or collaborators will incur contingent upon receiving a grant award

Project – Activities proposed to be funded by the SCBGP-FB

Responsible Party – The person who becomes responsible for execution of grant project responsibilities

Specialty Crop – Fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture) – See expanded list on page 7

SCBGP-FB – Specialty Crop Block Grant Program-Farm Bill

USDA – United States Department of Agriculture

I.B. Mission Statement

The mission of the Arizona Department of Agriculture (ADA) is to regulate and support Arizona agriculture in a manner that encourages farming, ranching and agribusiness while protecting consumers and natural resources.

I.C. Background

The Specialty Crops Competitiveness Act of 2004 authorized the United States Department of Agriculture (USDA) to enhance the competitiveness of specialty crops. The Food, Conservation, and Energy Act of 2008 (Farm Bill) amended the Specialty Crops Competitiveness Act of 2004. Under the amended Act, the Secretary of Agriculture is directed to make grants to States for each of the fiscal years 2008 through 2012 to be used by State departments of agriculture to enhance the competitiveness of specialty crops. The American Taxpayer Relief Act of 2012 provided funding for fiscal year 2013 and the Agricultural Act of 2014 will provide funding for fiscal years 2014 through 2018.

I.D. Grant Writing Resources

If you have difficulty with this grant writing and application process, you are encouraged to seek help from an appropriate resource. There are several organizations and individuals who offer grant writing services for a fee.

I.E. Funding Source and Available Funds

AMS is charged with distributing block grant funds to state departments of agriculture, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, and the Commonwealth of the Northern Mariana Islands to enhance the competitiveness of specialty crops. **Although AMS has not officially announced how much grant funds ADA will receive, ADA projects that approximately \$1,200,000.00 will eventually be available for this funding cycle, subject to publication of the Notice of Funds Availability (NOFA).** ADA plans to make available for grants all the funds appropriated to it under the SCBGP-FB this year less ADA's share for program administration. ADA may withhold up to eight percent for program administration. [7 C.F.R. §1290.6\(b\)\(4\)](#).

ADA plans to award multiple grants from these funds for the fiscal year 2014 grant cycle. ADA may place a per applicant cap on grant awards. USDA, however, as the funding source, has the final approval over grant projects. Thus, while ADA's Director makes the preliminary decisions based on ADA staff review and recommendations from a review panel of industry representatives, **USDA will make the final decision concerning grant awards.**

I.F. Quarterly Reimbursements and Funding Advances

Quarterly reimbursement will be contingent upon compliance with guidelines set forth by ADA. Each payment is conditioned upon receipt and approval by the Program Coordinator of the Deliverable(s) specified in the Scope of Work and shall be accompanied by reasonable assurance (documentation, receipts, invoices, etc.) that the goods and services for which payment is requested were actually received and performed. ADA has the right to disallow costs determined inappropriate or unreasonable. The Program Coordinator shall have a minimum of thirty (30) working days to approve the Deliverable(s) and payment request forms.

Requests for fund advances will be considered on a case by case basis. If a funding advance is requested, the need for the advance must be clearly stated in the project proposal. Advances will be limited to the minimum amounts needed to meet current disbursement needs and will be scheduled so the funds are available closely as is administratively possible to the actual expenditures by the grantee. In addition, initial funding advances shall **not exceed 25%** of the total grant award and must be expended within 30 days of receipt. Matching contributions by applicants, although not required, are highly encouraged and will be factored into the approval criteria measurements.

I.G. Eligible Applicants

State and/or local organizations, government entities, producer associations, academia, community based organizations, and other specialty crop stakeholders are eligible to apply either as single entities or in combined efforts. Regional or multi-state projects may be considered by ADA. SCBGP-FB grant funds will be awarded for projects of **up to 2 years duration**. An entity may submit more than one application packet, but only if the application packets are for completely different projects. If submitting multiple project application packets, please prioritize your submissions.

I.H. Eligibility Requirements

In order to receive an award and enter into a Grant Award Agreement with the ADA, all applicants that are entities (as defined in [2 CFR Part 25, subpart C](#)) must provide a Data Universal Numbering System (DUNS) number to the ADA. 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>).

Entity, as it is used in this section, means all of the following, as defined at [2 CFR Part 25, subpart C](#):

- A governmental organization, which is a State, local government, or Indian Tribe;
- A foreign public entity;
- A domestic or foreign nonprofit organization;
- A domestic or foreign for-profit organization; and
- A federal agency receiving an award under ADA.

I.I. Eligible Projects

To be eligible for a grant, the project(s) **must solely enhance the competitiveness** of U.S. or U.S. territory grown specialty crops in either domestic or foreign markets. Projects must also benefit more than one commercial product (e.g., ABC Company brand), organization or individual.

Regional or multi-state projects present an opportunity to address complex issues both efficiently and comprehensively within the specialty crop industry. An application for funding of a multi-state project should be submitted in every state involved in the project, and the application submitted to ADA should specifically address how the funds requested benefit Arizona and are only expended on the portion of the project that benefits Arizona.

Examples of enhancing the competitiveness of specialty crops include, but are not limited to: research, promotion, marketing, nutrition, trade enhancement, food safety, food security, plant health programs, education, “buy local” programs, increased consumption, increased innovation, improved efficiency and reduced costs of distribution systems, environmental concerns and conservation, product development, and developing cooperatives.

AMS encourages applicants to develop projects that solely enhance the competitiveness of specialty crops pertaining to the following issues affecting the specialty crop industry: increasing child and adult nutrition knowledge and consumption of specialty crops; improving efficiency and reducing costs of distribution systems; assisting all entities in the specialty crop distribution chains in developing “Good Agricultural Practices”, “Good Handling Practices”, “Good Manufacturing Practices”, and in cost-share arrangements for funding audits of such systems for small farmers, packers and processors; investing in specialty crop research, including research to focus on conservation and environmental outcomes; enhancing food safety; developing new and improved seed varieties and specialty crops; pest and disease control; and development of organic and sustainable production practices.

I.J. Multi-State Partnerships

Multi-state projects are encouraged to provide a growing need for solutions to problems that cross state boundaries such as, but not limited to: addressing good agricultural practices, research on crop productivity or quality, enhancing access to federal nutrition programs, pest and disease management, or commodity-specific projects addressing common issues in multi-state regions.

A project is multi-state when an organization receives SCBGP-FB funding from more than one state to execute the same or multiple components of the same project. The project must be identified as a multi-state project on the application cover sheet.

A high-quality multi-State project proposal demonstrates the following information and procedures:

1. The objectives are clearly focused.
2. Each participant listed has direct involvement in the accomplishment of the stated objectives.
3. The project is multi-state.
4. The project proposal has been peer-reviewed.
5. The proposed project is oriented toward accomplishment of specific outcomes and impacts and based on the priorities developed from stakeholder input.
6. The proposal describes how the States are going to collaborate effectively within the project.
7. Each State participating in the project submits the project in their State Plan indicating which State is taking the coordinating role and the percent of the budget covered by each State.

I.K. Eligible and Ineligible Specialty Crops

Commonly recognized specialty crops are fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture). Eligible crops also include: Christmas trees, cut flowers, maple syrup, honey, hops and tea leaves.

Please visit the USDA-AMS Specialty Crop Block Grant Program-Farm Bill website (www.ams.usda.gov/scbgp) for a more comprehensive list of eligible and ineligible commodities, listed under “Definition of Specialty Crops.”

I.L. Disagreement Process

Applicants have the right to protest the grant manual and grant awards. A protest of an award or proposed award of a grant and any appeal shall be resolved in accordance with the rules of procedure adopted pursuant to [A.R.S. § 41-2611](#). See [A.A.C. R2-7-A901](#) et seq. An interested party shall file a protest in writing with the Director of the Department of Agriculture, with a copy to the State Procurement Administrator. A protest of the grant manual shall be filed before the due date and time for grant applications. A protest of a proposed award or of an award shall be filed within 10 days after the grant applications are open for public inspection. A protest shall include the following information:

1. The name, address and telephone number of the protesting party;
2. The signature of the protesting party or its representative;
3. Identification of the agency soliciting grant applications and the name and year of the grant program;
4. A detailed statement of the legal and factual grounds of the protest, including copies of relevant documents; and
5. The form of relief requested.

I.M. General Compliance

All awarded grant projects must comply with all applicable federal and state laws and regulations and the terms of the grant award.

The Grantee shall comply, **as applicable**, with the [Specialty Crop Competitiveness Act of 2004 of Public Law 108-465](#) as amended (7 U.S.C. § 1621 note); specialty crop block grant program regulations at 7 CFR Parts [1290](#) and [1291](#); uniform federal grant regulations at 7 CFR Parts [3015](#), [3016](#) and [3019](#); federal cost principles at [2 CFR Part 220 \(OMB Circular A-21\)](#), [2 CFR Part 225 \(OMB Circular A-87\)](#), [2 CFR Part 230 \(OMB Circular A-122\)](#) and [48 CFR Subpart 31.2](#); [OMB Circular A-133](#); audit requirements at [7 CFR Part 3052](#); and excluded and disqualified participant requirements at [2 CFR Part 180, subpart C](#).

I.N. Permitting Requirements

SCBGP-FB funded projects may involve conducting work that requires permits and clearances from various agencies. ADA does not determine which, if any, permits are required for specific projects nor does it review permits for accuracy or appropriateness. Applicants are responsible for determining that all necessary permits that apply to their project are identified and obtained.

I.O. Arbitration

Grantees must agree to use arbitration, after exhausting all applicable administrative remedies, to resolve disputes arising out of the Grant Award Agreement to the extent required pursuant to [A.R.S. §12-1518](#).

I.P. Indemnification

Grantees shall indemnify and hold harmless the State of Arizona, its departments, agencies, boards and commissions for the vicarious liability of the State as a result of entering into a Grant Award Agreement. However, the State of Arizona, its departments, agencies, boards and commissions shall be responsible for their own negligence.

I.Q. Non-Discrimination

Grantees must agree to comply with Executive Order 75-5, as amended by [Executive Order 2009-09](#), prohibiting discrimination in employment.

I.R. Conflict of Interest

Grant Award Agreements will be subject to cancellation pursuant to [A.R.S. § 38-511](#).

I.S. Non-Availability of Funds

Every payment obligation of the State under the Grant Award Agreement will be conditioned upon the availability of funds appropriated or allocated for the payment of such obligation. If funds are not allocated and available for the continuance of the Agreement, the Agreement may be terminated by the State at the end of the period for which funds are available. No liability shall accrue to the State in the event this provision is exercised, and the State shall not be obligated or liable for any future payments or for any damages as a result of termination under this paragraph.

I.T. Records Requirements

Pursuant to [A.R.S. § 35-214](#) and 7 C.F.R. §§ [3015.21](#) & [3016.42](#) (as applicable), Grantees must agree to retain and contractually require each subcontractor to retain all records for a period of up to five years after completion of a Grant Award Agreement and until any litigation, claim, negotiation, audit, cost recovery, or action involving the records has been completed. Grant Award Agreements will also require that all records shall be subject to inspection and audit by the State at reasonable times and the Grantee shall produce the original of any or all records upon request.

I.U. Monitoring

ADA reserves the ability to perform site monitoring visits to any and all grantees to ensure that work is progressing within the required time frame and that fiscal procedures are followed accurately and appropriately. Monitoring includes both financial and program information as well as site visits.

I.V. Copyright

AMS and ADA reserve a royalty-free, nonexclusive, and irrevocable license to reproduce, publish or otherwise use and to authorize others to use for government purposes (i) the copyright in any work developed under a grant and (ii) any rights of copyright to which a grantee purchases ownership with grant support.

I.W. E-Verify

If the grantee is an employer as defined in [A.R.S. § 23-211\(4\)](#), the grantee shall register with and participate in the e-verify program. Before receiving the grant funds, the grantee shall provide proof to the Department that the grantee is registered with and is participating in the e-verify program. If the Department determines that the grantee is not complying with this section, the Department shall notify the grantee by certified mail of the Department's determination of noncompliance and the grantee's right to appeal the determination. On a final determination of noncompliance, the grantee shall repay all monies received as a grant to the Department within thirty days of the final determination

I.X. Lawful Presence

If a grantee is a natural person, the grantee must provide to ADA evidence of lawful presence in the United States as required under [8 U.S.C. § 1611](#) et seq. and [A.R.S. § 1-501](#) before becoming eligible to enter into a Grant Award Agreement and to receive grant funds.

II. Application Packet Information

II.A. Application Packet Details and Format

Application packets must be submitted in their entirety. Incomplete application packets, packets that include support letters, and packets that exceed the page limit shall be deemed ineligible. Your grant application packet must conform to the following:

- Applications packet(s) must contain the details listed in the Application Packet Requirements (section II.C.) in the sequence presented.
- An entity may submit more than one application packet, but only if the application packets are for completely different projects.
- **Complete application packets must not exceed 6 pages in length (1 page for the Application Cover Sheet, 4 pages for the Project Proposal and 1 page for the Budget)**
- The Application Cover Sheet must be completed in the fillable PDF form and labeled Page 1.
- The Project Proposal must be completed in Microsoft Word format, single spaced, 12 pt. Times New Roman font, 8.5x11 with one inch margins and labeled pages 2-5.
- The Budget must be completed in the fillable PDF form and labeled Page 6.
- Application packet(s) must be submitted on white paper only.
- **Do not use paper clips** or bind application packets. Each application packet must be stapled once in the upper left-hand corner.
- Submit **one** printed complete original application packet, **ten** complete copies of the signed application packet and **one** electronic copy of the application packet on CD (Adobe file for application cover sheet and budget, Microsoft Word 97-2003 or 2007 file for the project proposal) of the application packet.
- **The person authorized to receive funds must sign the original application packet and all subsequent documents in the grant process. Only the original application must have an original signature.**

II.B. Exclusions

- No administration costs may be allotted to the budgeted projects.
- Travel expenses associated with the project shall follow the Arizona State Travel Policy as outlined in Section II-D of the State of Arizona Accounting Manual, which can be viewed at <http://www.gao.az.gov/publications/SAAM/default.asp>.
- Funding **cannot** be utilized for meals, with the exception of the actual cost of meals (not exceeding State rates) consumed during periods of official travel.
- Grant funds may not be used to fund political activities in accordance with provisions of the Hatch Act ([5 U.S.C. 1501-1508](#) and [7324-7326](#)).

II.C. Application Packet Requirements

All applicants **must** adhere to the following instructions, in addition to other requirements as stated in this grant manual, including all definitions and abbreviations, to be considered eligible for grants.

- **Application Packets missing any of the subsequent information or including information not requested (such as: support letters, reports, or links to support letters and reports) shall be deemed ineligible.**
- **In addition, any applications with the number of pages in excess of the limit of 6 pages shall be ineligible.**

1. **Application Cover Sheet** – The signer must be authorized to enter into a contract with the Department. Project Titles shall be no longer than 6 words. The Application Cover Sheet **must** be completed in the fillable PDF form and labeled Page 1. The fillable form is located at: <http://www.azda.gov/ACT/SCBGP.aspx>

Project Proposal sections 2-11 must not exceed 4 pages total. The Project Proposal must be completed in the Microsoft Word template and labeled pages 2-5. The template is located at: <http://www.azda.gov/ACT/SCBGP.aspx>

2. **Abstract** – Include a project summary of 250 words or less suitable for dissemination to the public. It should include the need for the project, a brief description of the goals and outcomes, and your plan for evaluating and measuring the success of the project or program.
3. **Project Partner Organization** - Include the name of any organization that will partner with the applicant to execute the project. (If applicable)
4. **Project Purpose** – The following questions shall be addressed in this section:
 - What is the specific issue, problem or need to be addressed by the project?
 - Why is the project important and timely?
 - What are the objectives of the project?
 - Does the project have the potential to enhance the competitiveness of non-specialty crops (ex: farmers markets, general buy local, etc.)?
 - If YES, describe the methods or processes you will implement to verify all grant funds are expended on activities and costs that only enhance the competitiveness

of eligible specialty crops. If you propose a cost-share or match to cover non-specialty crop activities and costs, include the specific costs or contributions proposed to meet the cost-share or match, the source of funding or contributions, and describe how you determined the appropriate amount of cost-share or match.

- If the project builds on a previously funded SCBGP or SCGBP-FB project, then
 - Describe how the project differs from and builds on the previous project's efforts. Also describe the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. Specifically, provide a summary (3 to 5 sentences per project) of the accomplishments of the previous project that have led you to seek continued funding.
- Has the project been submitted to or funded by another Federal or State grant program?
 - If NO, indicate that it has not.
 - If YES, identify which Federal and/or State grant program and describe how the project differs from and supplements efforts of the SCBGP-FB and the other Federal or State grant program rather than duplicating funding efforts. The SCBGP-FB will not fund duplicative projects.

Example 1

The recent introduction of X virus has threatened specialty crop production; the virus has already caused enormous crop losses in many States (PROBLEM). This research proposal will assess the likely spread of the virus from the initial introduction point and will identify plant reservoir hosts for the disease to form the basis for an integrated pest management strategy to prevent further crop losses (IMPORTANCE and OBJECTIVE). This project was submitted to grant program X to provide one-half salary for the Senior Research Specialist. This individual will coordinate most of the laboratory operations and perform a majority of the laboratory and greenhouse experiments. This project will not duplicate efforts, but rather enhances the program by providing additional dollars to elevate the part-time position to full time status.

Example 2

Many school children do not have access to healthy fruits and vegetables (ISSUE). The School Nutrition Association will subsidize installation of salad bars in forty schools to increase access to nutritious fruits, vegetables and nuts in school breakfasts and lunches (OBJECTIVE). Not only will this result in increased purchases from specialty crop growers, but the evaluation component also will provide a model for other schools in their efforts to market healthy meals to children (IMPORTANCE). This project has not been submitted or funded by another Federal or State grant program.

Example 3

This project would establish a crisis communication plan for the fruit and vegetable industry (OBJECTIVE) in case of emergency such as an extreme drought (IMPORTANCE). The previous year's grant funds were used to complete phase 1 which

consisted of research and an audit of the fruit and vegetable industry and created recommendations for handling a crisis. Phase 2 continues the project by implementing and disseminating these recommendations throughout the State (SHOWS HOW PROJECT COMPLEMENTS PREVIOUS WORK). This project had not been submitted to or funded by another Federal or State grant program.

Example 4

The State will partner with a production team to create a suite of six television and radio public service announcements to introduce and promote locally produced specialty crops (OBJECTIVE) thereby changing the purchasing behavior of consumers and retailers to “buy local” (NEED). This project is a State marketing program. The State will only promote eligible specialty crops such as strawberries, almonds, and peaches. Matching funds will be used to promote other commodities which fall under the state marketing program but are outside the scope of the specialty crop definition (METHODS OR PROCESSES USED TO ENSURE ALL GRANT FUNDS ENHANCE THE COMPETITIVENESS OF ELIGIBLE SPECIALTY CROPS). This project has not been submitted or funded by another Federal or State grant program.

5. **Potential Impact** – This section should show how the project potentially impacts the specialty crop industry and/or the public rather than a single organization, institution, or individual. The following questions should be answered:

- Who are the specialty crop beneficiaries of the project?
- How many specialty crop beneficiaries will be impacted?
- How will the specialty crop beneficiaries be impacted by the project?
- What is the potential economic impact of the project if available?
- If applicable, how will the project have a multi-state (benefitting two more or states) or national impact?

Example 1

This project will impact the State’s approximately 3,000 farms involved in growing specialty crops (BENEFICIARIES IMPACTED AND #'s). These crops represent approximately \$1 billion in farm income and are the largest crop in the State (ECONOMIC IMPACT). In order to continue the growth this industry has experienced in recent years, this project will develop and conduct marketing efforts to increase their market share (HOW BENEFICIARIES WILL BE IMPACTED).

Example 2

Existing and new specialty crop growers taking part in the grower education will receive an extensive education on many aspects of participating in specialty crop production and direct retail marketing (BENEFICIARIES). It is estimated that the number of specialty crop growers that will be participating in the educational workshops is 50 (# OF BENEFICIARIES). Through grower education, farmers will be exposed to information on how to grow crops and successfully sell their produce at direct-to-consumer markets (HOW BENEFICIARIES WILL BE IMPACTED).

Example 3

In 2008, according to USDA, National Agricultural Statistics Service (NASS), the State's specialty crop industry occupied 3,100 acres and had a value for utilized production of \$20 million. This is evidence of the success and potential for this program. New specialty crop varieties being developed through this program will enable the State's 150 farmers (# OF BENEFICIARIES) to be competitive in growing and marketing these specialty crops (HOW BENEFICIARIES WILL BE IMPACTED). These new crops could provide \$10 - \$15 million in additional farm income (POTENTIAL ECONOMIC IMPACT).

6. Expected Measurable Outcomes – The following questions shall be answered in this section.

- What are at least two distinct, quantifiable, and measurable outcomes that directly and meaningfully support the project's purpose and is of direct importance to the intended beneficiaries? The measurable outcome, when possible, should include the following:
 - GOAL
 - PERFORMANCE MEASURE
 - BENCHMARK
 - TARGET

- How will performance toward meeting the outcome(s) be monitored?
 - What are your data sources for monitoring performance? For example are you using a survey or questionnaire?
 - How will data be collected? Be sure to include the frequency of your data collection.
 - Describe how you will share the results of the project with specialty crop growers and other interested specialty crop stakeholders.

Examples of outcome measures may include, but are not limited to: per capita consumption, consumer awareness as a percent of target market reached, market penetration based on sales by geographic region, dollar value of exports, or web site hits. For research grants, they may include generation of new knowledge, research quality, attainment of leadership in the field, or the development of human resources (e.g., providing opportunities for graduate students).

Steps to Developing Outcome Measures

Whenever possible, the outcomes should include a goal, performance measure, benchmark, and a target. The following four steps provide guidance on how to develop outcome measures.

- a. Determine what the project will accomplish, e.g., the intended results of the project, generally expressed as a goal or objective
 - Goals should be: a) based on a needs analysis and be specific, realistic results you hope to achieve through the project activities; b) specific; and c) outcome-oriented. Outcome-oriented objectives identify the ultimate result, while the work plan activities identify how you intend to achieve the objectives. When

developing outcome-oriented objectives, ask yourself “why” you are performing each grant activity; and specify not only what will be achieved, but also when those results will be achieved.

b. Figure out how to measure the results and select the performance measure

- For each objective identified in step 1, select the performance measure. Performance measures are measures/indicators used to observe progress and measure actual results compared to expected results. They are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices); although in certain circumstances qualitative measures are appropriate.

c. Determine the benchmark for each measure and set target goals for future performance

- For each measure identified in step 2, determine the benchmarks against which you will measure. Benchmarks are usually determined by researching past circumstances in the area you are trying to measure. As an alternative, you may use benchmarks established by third parties accepted as the standard-setters in your industry. If data does not exist, describe the lack of data. It may be appropriate in the first year to set vaguer targets, such as “improvement” where any increase represents outcome achievement, and set more concrete targets in subsequent years when benchmark data is available.

Use the benchmark data to set targets for the quantity of change expected. Targets may be framed in terms of:

- a. Absolute level of achievement (ex: feed 150 homeless people);
 - b. Change in level of achievement (ex: feed 150 homeless people, 35 more than last year); or
 - c. Change the relation to the scale of the problem (ex: feed 150 homeless people, approximately 10% of the city’s homeless population.)
- If you are starting up a new project or trying new approaches remember that little or no measurable progress will be evident in the project start-up phase. This delay in seeing measurable results should be reflected in target-setting. When setting targets, you should take into account external factors that influence your success. You may have a grand ultimate goal, but you should view annual targets as small steps toward that ultimate goal.

You may also want to set stretch goals by using benchmarks as your targets. Benchmarks tell you how the rest of the industry is doing; when you gather data for benchmarks, you look at the results of other organizations serving your type(s) of customers, doing your type of work. In your State Plan, you

may want to stick to a modest level of planned achievement and reserve your stretch goals for internal use. Another alternate is to include minimum and maximum targets in your application. For example, “We plan, at a minimum, for a 5% increase. However, we will strive for a 10% increase, which our data shows is possible if all external factors work in our favor and our new methodology yields the same results in the demonstration phase.”

Examples of Outcome Measures

The following are examples of outcome measures. They do not include examples of a performance monitoring plan.

Example 1

Increase the number of specialty crop farmers following Good Agricultural Practices (GOAL) from the current 18 (BENCHMARK) to 55 in two years (TARGET) measured by the number of GAP audits passed (PERFORMANCE MEASURE).

Example 2

Increase fruit and vegetable purchases (GOAL) from the current level of \$2.50 (BENCHMARK) to at least \$3 per enrolled student in awarded schools in one year (TARGET) measured by bi-annual school reports (PERFORMANCE MEASURE).

Example 3

Work directly with specialty crop industry X to develop a uniform tool to assess the health of their specialty crops to give the industry early warning of potential problems in order to optimize their management practices (GOAL). No such tool currently exists (BENCHMARK). The success of the evaluation will be measured by interviewing 20 stakeholders at the end of three years to determine if they developed the tool (TARGET and PERFORMANCE MEASURE).

Example 4

Develop a predictive model for the spread of the specialty crop disease, an analysis of virus resistant varieties, and a foundation for an integrated pest management (IPM) strategy to combat the disease (GOAL). No such model currently exists (BENCHMARK). The information will be shared with more than 700 tomato growers, increasing awareness of the model, at the 2008 conference break-out session (TARGET) measured by attendance at the session (PERFORMANCE MEASURE).

Example 5

Increase visits to the Specialty Crop Website (GOAL) 25% over the course of one year (TARGET) from the current 9,000 annual hits (BENCHMARK) by measuring website visits each month over the next year (PERFORMANCE MEASURE).

Example 6

Increase consumer awareness of specialty crops by distributing 1000 pieces of informational materials containing locations where to purchase specialty crops (GOAL). Six months after distribution, survey 50 locations (PERFORMANCE MEASURE) to determine if sales

increased by 25% (TARGET) from the level before distribution of marketing materials (BENCHMARK).

7. **Work Plan/Timeline** – The following questions shall be answered in this section:

- What activities are necessary to accomplish the projects objectives?
 - When will your performance monitoring/data collection plan activity be accomplished?
 - How will outcomes measures be completed or measured inside the grant period?
- Who will do the work of each activity? Indicate the project participants who will do the work of each activity, including contractors. If you request grant funds for personnel and contractors, you must include them in the work plan to demonstrate the requested funding is warranted. If you request funds for travel, these activities must also be included.
- When will each activity be accomplished? Include timelines for accomplishing each activity. Make sure to include the month and year the project is scheduled to begin and end, **beginning no sooner than October 1, 2014.**

Example

Project Activity	Who	Timeline
Assemble the specialty crop steering committee to provide direction throughout project	Agricultural Marketing Council, specialty crop industry representatives from the mushroom, apple, and peach councils	January 2015
Develop statement of work for literature review	Ag Marketing Council	January 2015
Procure literature reviewer	Ag Marketing Council	January – February 2015
Conduct literature review on the post-harvest nutritional content of specialty crops and report gaps to steering committee	ABC Consultant	February - March 2015
Prioritize research gaps; develop/issue Request for Proposals (RFP) for original research	ABC Consultant	March - April 2015
Receive proposals; distribute to steering committee	ABC Consultant	April – May 2015
Review and select proposals	Specialty crop steering committee	April – May 2015
As appropriate, refer proposals to individual commodity research and promotion programs	Specialty crop steering committee and individual research and promotion programs	April - May 2015
Develop and execute research grant agreements for selected projects	Ag Marketing Council	May – June 2015

Project Activity	Who	Timeline
Obtain progress reports from researchers; synthesize for steering committee	Ag Marketing Council	September 2015, December 2015, March 2016, June 2016
Disseminate research results to steering committee and SCBGP-FB showing progress toward project outcomes	Ag Marketing Council	June 2016 – September 2016

8. **Project Commitment** – Describe the specialty crop stakeholders other than the applicant, individuals and organizations involved in the project who support this project and why.

Example

The Farm Extension and Research Center is a successful collaboration between County Cooperative Extension and Economic Development, with support from State University’s College of Agriculture and Life Science as well as the Center for Environmental Farming Systems. The Farm Planning Committee includes representation from the partner institutions and agencies and has a monthly meeting schedule to plan and implement programs at the Farm. Programs during the past 2 years demonstrate a strong commitment to developing the capacity at the Farm and promoting educational activities that support farm viability.

9. **Multi-State Projects** – Provide the following information in this section if the project is a multi-state project:

- Which other States are participating?
- How will all States collaborate effectively?
- Has each State participating in the project submitted the project in its State Plan?
- Which State is taking the coordinating role (State will be responsible for performance reporting)
- What percent of the budget is covered by each State?

Example

Grant request: \$50,000

State A portion \$30,000

State B portion \$20,000

State A and State B will work together on the project through our 10 member board of directors. The board has members and associates serving on committees including research, advertising and promotions, market development, State A’s legislation, State B’s legislation, transportation, water and long range planning.

This project has the full support of both State A and State B Departments of Agriculture. State A will take the coordinating role in monitoring the progress of this project.

10. **Project Funding** - Provide the following information in this section:

- Would this project be possible without SCBGP-FB grant funds?

- If NO, please indicate that it would not be possible without SCBGP-FB funds.
- If YES, please provide an explanation regarding the source of funding that would be used for this project if SCBGP-FB funds were not granted.
- Could the expected measurable outcomes of this project be accomplished with a reduced budget?
 - If NO, please indicate that they could not be accomplished with a reduced budget.
 - If YES, please indicate a minimum dollar amount or percentage of the proposed budget that, if granted, could still accomplish the expected measurable outcomes of this project.

11. Budget Narrative – A thorough and detailed budget must be submitted with the application packet. **No administrative costs may be allotted to the budgeted project. Please round totals to the next whole dollar.**

As a reminder, matching contributions are highly encouraged and detailed descriptions should be included with the budget estimations under the matching funds category.

Matching funds should only be described under the matching funds category at the end of the narrative.

For multi-state projects, the budget must indicate the percentage of the total budget proposed to be covered by each participating State and contain a breakdown of expenses indicating which State is being asked to cover each cost.

Each budget must contain a narrative in paragraph format in order to determine that the costs are reasonable and allowable. Include a written explanation for each budget item listed below as it applies to your project.

- a. **PERSONNEL (Total)** – Persons employed by the grantee organization with SCBGP-FB funds should be listed in this category. Those employed elsewhere would be listed as subcontractors or consultants in the “CONTRACTUAL” category. In order for secretarial and clerical salaries to be allowable as direct charges to the awards, a justification of how the person will be directly involved in the project must be included in the narrative. General administrative or accounting are not considered acceptable. The duties must be directly related to the project plan.
 - For each project participant, indicate their title, percent of full time equivalents (FTE), and corresponding salary for the FTE.

For example, if a project participant’s salary is \$50,000 and they will spend 50% of their time on the project, the total budgeted salary cost would be \$25,000.

Example

Personnel (\$27,000)

Expenses of **\$21,000** are requested for one half-time Senior Research Specialist (0.5 FTE) who will coordinate most of the laboratory operations and perform a majority of the laboratory and greenhouse experiments. Additionally, the specialist will be responsible for data entry and record keeping. An additional **\$6,000** is requested to support two undergraduate student researchers. The undergraduate students will work in Dr. Jones' laboratory and learn experimental skills while assisting the Project Investigator (PI) and the research specialist in various aspects of the project.

- b. FRINGE BENEFITS (Total) – Provide the rate of fringe benefits for each project participant's salary described in the personnel section.

Example

Fringe Benefits (\$9,585)

The current fringe benefit rates at the University are 44.74% (**\$9387**) for the research specialist, 3.3% (**\$198**) for undergraduate students.

- c. TRAVEL (Total) – Please provide the following information in the narrative if applicable: destination, purpose of trip, number of trips, number of people traveling, number of days traveling, estimated airfare costs, estimated ground transportation costs, estimated lodging and meal costs, total estimated mileage costs for the travel.

- Travel expenses associated with the project shall follow the Arizona State Travel Policy as outlined in Section II-D of the State of Arizona Accounting Manual, which can be viewed at <http://www.gao.az.gov/publications/SAAM/default.asp>.

Example

Travel (\$1,608)

Totals funds of the **\$518** are requested for in-state travel to conduct field survey of PepMV in City X (2 overnight trips) and in City Y (2 day trips) and to attend the annual Agricultural Center Field Day (1 day trip). The total in-state travel cost will consist of car rental (7 days @ \$32/day), lodging (2 nights @ \$60), and meals (6 days @ \$29/day). In addition, **\$1,090** in out-of-state travel funds are requested to defray the travel expense for the PI or designee to attend and present their research findings at the annual American Phytopathological Society meeting in Nashville, TN in 2013. The cost comprises of flight from City Z to Nashville (\$350), lodging (5 nights @ \$99), and food (5 days @ \$49/day).

- d. EQUIPMENT (Total) – This category includes tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit. All tangible personal property that does not qualify as EQUIPMENT must be included under SUPPLIES, including those items that cost less than \$5,000.

Provide an itemized list of equipment purchases or rentals, along with a brief narrative on the intended use of each equipment item, and the cost for all the equipment purchases or rentals.

Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

- Capital Expenditures means expenditures for the acquisition cost of the capital assets (equipment, buildings, land), or expenditures to make improvements to capital assets that materially increase their value or useful life. Acquisition cost means the cost of the asset including the cost to put it in place. Acquisition cost for equipment, for example, means that the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as tax, duty, protective in transit insurance, freight, and installation may be included in, or excluded from the acquisition cost in accordance with the governmental unit's regular accounting practices.
- General Purpose Equipment means equipment, which is not limited to research, scientific or other technical activities. Examples include office equipment and furnishings, telephone networks, information technology equipment and systems, reproduction and printing equipment, and motor vehicles.
- Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds \$5,000.

Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of \$5,000 or more have the prior approval of AMS. (Note: Prior approval from AMS occurs when the grantee has identified the purchase of special purpose equipment in the application, that purchase is included by ADA in the State Plan, and AMS has approved the State Plan. If special purpose equipment was not originally included in the approved State plan, then the grantee must request and receive approval from AMS (through ADA) to purchase the equipment before utilizing grant funds for that purpose.)

- Special Purpose Equipment means equipment which is used only for research, scientific, or other technical activities. Examples of special purpose equipment include microscopes, spectrometers, and equipment which are used for a single purpose to solely enhance the competitiveness of eligible specialty crops and benefit the specialty crop industry and not a particular commercial product or provide a profit to a single organization, institution, or individual.

The use, management and disposition of equipment by the Grantee shall be in accordance with [7 CFR 3016.32](#) and [7 CFR 3019.34](#), as applicable.

Example

Equipment (\$5,000)

For the purchase of a 96-well thermocycler to accommodate the large numbers of PCR-related experiments outlined in the project. The University donates the use of one ultra-high speed centrifuge, two high speed centrifuge, and three microcentrifuges, and one Biorad iCycler real-time PCR system (with a usage value of \$20,000.00) for the entire duration of the project as matching contributions for this project. All the equipment listed above is required for completion of the project.

- e. **SUPPLIES (Total)** – This category includes all tangible personal property that does not qualify as EQUIPMENT, which may include anything from office supplies to educational or lab supplies. For non-typical materials and supplies items, include a brief narrative of how this fits with the project.

- Provide an itemized list and estimate the dollar amount for each item.

For example, office supplies such as pens, paper, toner, etc. - \$500; Gardening supplies such as soil and fertilizer - \$500.

Items such as long distant charges, postage, fax and express mail or more appropriately listed under the “OTHER” category.

Example

Supplies (\$4,446)

Office Supplies (pro-rated) (**\$1,235**) for paper, color ink cartridges, toner and other supplies. Program Supplies (**\$3,211**) of which \$2,000 is for full-color promotional banners (@\$100 each) plus pro-rated amount of \$1,211 for cooking demonstration supplies, specialty seeds, harvest equipment, packaging and other materials.

- f. **CONTRACTUAL (Total)** –Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

- If the contractor/consultant has already been selected, please verify that the State applicant followed the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, please verify that the applicant used its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [7 CFR Part 3019.40 through 48](#) or [3016.36](#), as applicable.
- If a contractor/consultant has not yet been selected, provide an acknowledgement that the procurement processes have not yet been conducted and an assurance that the State applicant will follow the same policies and procedures it uses for procurements from its non-federal sources.

For all non-State applicants, provide an acknowledgement that the procurement processes have not yet been conducted, and an assurance that the applicant will use its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal law and standards identified in [7 CFR Part 3019.40 through 48](#) or [3016.36](#), as applicable.

- Provide an itemized budget (personnel, fringe, travel, equipment, supplies, other, etc.) with appropriate justification. **Please note that the non-allowance of administration costs also applies to contractors and consultants.**
- If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, or other expenses.

Example

Contractual (\$13,000)

Online Toolkit Development and Adaption: this flat rate \$10,000 contract will take the online toolkit donated by University State X, and adapt it for DA use and web specifications. Any leftover funds will develop State-specific content for the toolkit.

Processing Study Analysis: this hourly rate \$3,000 (\$20/hr X 150 hrs) contract will analyze the production information on processing needs of growers and current availability of processing facilities and compile a report.

- g. OTHER (Total) – Provide a detailed description of all other direct costs not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to:
- Conference/Meeting – Costs of holding a conference or meeting are included in this category. Some examples are the rental of facilities or equipment for the meeting. Details of costs for each conference or meeting should be broken out and provided in the budget. Meals provided during the conference or meeting are **not** allowable costs.
 - Communications – Mailings, postage, express mail, faxes, and telephone long distance charges. Provide the estimated cost for this category.
 - Speaker/Trainer Fees – Provide the amount of the speaker’s fees and a description of the services they are providing.
 - Publication Costs – Provide the estimated cost of printing the brochures and other program materials or scientific or technical journals as well as an estimate of the number of pieces to be printed/published.
 - Data Collection – Provide the estimated cost of collecting performance data to measure the project outcome measures.

Example

Other (\$7,493)

Advertising (8 display ads in Spanish-language media at \$162.50 each) (**\$1,300**); Printing/Copying (two color print jobs for promotional materials at \$650/each) (**\$1,300**); Communications (pro-rated as per project) (**\$1,733**); Equipment Rental (cooking demonstration cart) 4 uses @ 150 each (**\$600**); Postage for newsletter (pro-rated) (**\$760**); Staff Development and Training (two annual marketing workshops for two staff @ average \$450 each) (**\$1,800**).

- h. PROGRAM INCOME (Total) – Program income is gross income—earned by a recipient or sub recipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.
- Indicate the nature or source of program income (e.g., registration fees).
 - Estimate the amount of program income.
 - Describe how the income will be used to further enhance the competitiveness of specialty crops.

If program income is earned, it must be used for 1) expanding the project or program; 2) continuing the project or program after the grant or sub grant support ends; and 3) supporting other projects or programs that further the broad objectives of the grant program. Program income may only be expended on allowable costs that solely enhance the competitiveness of specialty crops.

Example

Program Income (\$4,750)

Registration fee for 8 week workshop series - **\$2,500**

Apprentice fee - **\$2,250**

The income derived from this project will be reinvested into the project to support specialty crop farmer education and participation in future specialty crop workshops.

- i. MATCHING FUNDS (Total) – Describe the source and nature of any matching funds that will be provided for the project.

Example

Matching Funds (\$15,865)

XYZ Company will contribute \$15,165 in personnel and \$700 in travel.

12. **Budget** – Line items to correspond with Budget Narrative **in whole dollars only**. The Budget must be completed in the fillable PDF form and labeled page 6. The fillable form is located at: <http://www.azda.gov/ACT/SCBGP.aspx>

II.D. Grant Application Webinar Workshops

ADA staff may conduct SCBGP webinar workshops to present the grant program to potential applicants and provide information on how to apply for grant funds. You are strongly encouraged to participate as it will help assure that you have the most up-to-date information available. If you are unable to attend the workshop via the web, you may attend in person at the location listed below.

NOTE: Please contact an SCBGP Coordinator to register at least 2 days prior to the workshop you plan to attend either via the web or in person. Instructions for web participation will be given upon registration.

The dates, locations and times of the workshops are as follows:

DATE	TIME	LOCATION
Wednesday March 5, 2014	9:00am – 11:00am or 2:00pm – 4:00 pm	Arizona Department of Agriculture 1688 West Adams Street Room 206 Phoenix, AZ 85007

II.E. Application Packet Due Date for Early Review

You may submit your application early to be reviewed for **completeness only** by ADA staff. ADA staff will only review and verify that the grant application packet includes all items in the SCBGP-FB Checklist (Appendix A) and is therefore complete. All applications submitted for early review must be received by **5:00 p.m. on Friday, March 21st**. This will allow time for ADA to review the application and alert the applicant if any required information is missing. The applicant will then have the opportunity to submit the missing information prior to the final application packet due date.

II.F. Final Application Packet Due Date

Remember, ADA's Agricultural Consultation and Training Program (ACT) must receive completed application packets no later than **5:00 p.m. on Wednesday, April 2nd**. *This is not a postmark deadline; application packets must be received by the grant deadline date and time.* **Late application packets will not be accepted and will be returned unopened.** Application packets must be mailed or delivered to:

Specialty Crop Block Grant Program – Farm Bill
Arizona Department of Agriculture
Agricultural Consultation and Training Program
1688 West Adams Street
Phoenix, Arizona 85007

Grant applications submitted by the 5 p.m., April 2 deadline will be publicly opened, read and recorded beginning at 8:00 a.m. on April 3 at 1688 West Adams Street, Phoenix, Arizona.

II.G. Contact Information

Lisa James
SCBGP Grant Program Manager
Arizona Department of Agriculture
1688 West Adams Street
Phoenix, AZ 85007
Phone: (602) 542-3262
E-mail: ljames@azda.gov
Toll Free Outside Maricopa County: (800) 294-0308
Fax: (602) 364-0830

Ashley Worthington
SCBGP Grant Program Coordinator
Arizona Department of Agriculture
1688 West Adams Street
Phoenix, AZ 85007
Phone: (602) 542-0972
E-mail: aworthington@azda.gov

III. Grant Awards and Reporting

III.A. Application Packet Screening, Evaluation and Selection Process

Depending upon the number of applications submitted, ADA reserves the right to conduct an application screening process. At least three ADA staff may screen the proposals according to the Application Packet Screening Criteria (section III.B.). Applications that do not reach a certain threshold of points during the screening process will not receive further consideration for an award. Separate from this screening process, applications that are ineligible for an award for failure to comply with the requirements of this manual or the SCBGP-FB project eligibility requirements will also not receive consideration for an award.

All qualifying application packets will be evaluated by the SCBGP-FB Evaluation Team after the grant application packet submittal deadline. The Evaluation Team will be made up of at least three individuals with the appropriate background and expertise necessary to evaluate project proposals.

The Evaluation Team will first assess to what extent the proposed project:

- (i) enhances the competitiveness of the specialty crop(s) benefiting from the project;
- (ii) clearly defines a challenge that is facing today's Specialty Crop industry and indicates a project which will assist in finding a solution;
- (iii) is feasible; and
- (iv) is not being led by an individual who has not complied with the Grant Award Agreement requirements of previous SCBGP or SCBGP-FB project(s), including reporting requirements.

Based on these four criteria, the Evaluation Team will determine which projects will receive further consideration for funding. Neither the Evaluation Team, nor ADA is required to recommend funding a project that does not sufficiently satisfy these four criteria even if there are enough remaining grant funds to do so.

For those projects receiving further consideration, the Evaluation Team will use the SCBGP-FB Application Packet Rating Criteria listed in section III.C. to rate the application packets and make recommendations for funding to ADA's Director.

The SCBGP-FB Evaluation Team may adjust an application packet's project proposal, scope of work and/or project budget.

Compliance and/or non-compliance of previous grantees with the requirements of their past Grant Award Agreements is an evaluation criterion. Compliance performance will be reported to the Evaluation Team. Negative past performance could jeopardize future funding.

ADA may ask a potential grantee for more information on any of the above Application Packet Requirements before awarding the grant or entering into an agreement with the grantee. ADA 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 ADA is satisfied with all the specifications of the project. Any project proposal funding is dependent upon the availability of federal funds and the final approval from the USDA.

III.B. Application Packet Screening Criteria

	Maximum Points	Points Received
1. Problem Statement and Specialty Crop Context	10	
Does the applicant define the problem the project is proposing to address? Does the project address the problem?		
2. Project Work plan	10	
How well do tasks relate to the goals and objectives? Is the timeline reasonable?		
3. Project Description	10	
How well does the applicant describe the project? How well does the applicant define the need for and purpose of the project?		
4. Measurable Outcomes	15	
Does the project include at least two measurable outcomes? How well will the proposed project allow the applicant to quantify and document the project's benefits and outcomes?		
5. Potential Impact	15	
Does the applicant clearly demonstrate how the project will have an impact on more than one grower? Does the project provide a direct benefit to and how effective the project will be at enhancing the competitiveness of Arizona specialty crops?		
6. Project Commitment	10	
Does the applicant demonstrate a strong commitment to the success of the project?		
7. Project Outreach and Sharing of Results	10	
How well does the project describe a plan for sharing project results? Does the project clearly identify a target audience? Is the outreach plan feasible and effective?		
8. Matching Funds and In-Kind Contributions	5	
Are matching funds or in-kind donations provided or anticipated? How secure is the match?		
9. Budget	5	
Do the budget and budget narrative clearly show how each cost is necessary to the project?		
10. Previous Compliance	10	
How has the applicant complied with previous Grant Award Agreement requirements, including reporting requirements?		
TOTAL	100	

III.C. Application Packet Evaluation Rating Criteria

All grant application packets submitted during the fiscal year 2014 SCBGP-FB funding cycle, which are not deemed ineligible or eliminated through a screening process (see sections III.A. & III.B.), will be rated according to the following criteria:

Weight	Criteria	Rating
35%	To what extent will the proposed project enhance the competitiveness of the specialty crop(s) benefiting from this project?	0 to 5 with 0 being the lowest and 5 being the highest
20%	To what extent does the proposal clearly define a challenge that is facing today's Specialty Crop industry and indicate a project which will assist in finding a solution?	0 to 5 with 0 being the lowest and 5 being the highest
20%	How will the results of the project or the project itself be shared with the appropriate target audience(s)?	0 to 5 with 0 being the lowest and 5 being the highest
15%	Are matching funds or in-kind contributions being provided for the proposed project?	0 to 5 with 0 being the lowest and 5 being the highest
10%	Has the applicant complied with the Grant Award Agreement requirements of previous SCBGP or SCBGP-FB project(s), including reporting requirements? <i>Points will be based on the severity of any compliance issue.</i> Applicants who have not previously received SCBGP or SCBGP-FB grant funds will automatically receive the maximum rating of 5.	0 to 5 with 0 being the lowest and 5 being the highest

III.D. Notification of Award

All eligible proposals will be reviewed. Successful proposals will be chosen on the merits of the project as they relate to the published criteria and will be included in the Arizona State Plan, which will be submitted to AMS. Applicants will be notified in writing whether or not their project is selected for inclusion in the Arizona State Plan. Funding is not guaranteed if the project is included in the State Plan. Following approval of the Arizona State Plan by AMS, applicants will be notified and sent a Grant Award Agreement to sign. ADA anticipates that grant awards and notifications will be made in late 2014.

Please do not call ADA to check on the status of your application packet.

After grant awards have been made, all application packets and the associated evaluations will be made available to the public. ADA may determine that trade secrets or proprietary information may continue to be held confidential. If you believe that any of the information contained in your application packet should be held confidential, you must designate that information as

“confidential” in your application packet and provide an explanation as to why it should be held confidential.

III.E. Reporting Awards and Executive Compensation

ADA must report each action that obligates \$25,000 or more in SCBGP-FB funds for a grant to an entity, which is defined in [2 CFR Part 25, subpart C](#), to <http://www.fsrs.gov> in accordance with the FFATA.

Additionally, ADA must report the names and total compensation of a grantee’s five most highly compensated executives for the grantee’s preceding completed fiscal year if, but only if, (i) the grantee received \$25 million or more in annual gross revenues and 80% or more of its annual gross revenues from federal procurement contracts and certain federal financial assistance during the preceding fiscal year and (ii) the public does not have access to information about the compensation of the executives through SEC reports. Grantees meeting these conditions must provide the required information to ADA when they execute a Grant Award Agreement.

III.F. Grant Award Agreement and Payment

Prior to beginning work on the proposed project or receiving funding, successful applicants will be required, as applicable, to provide a DUNS number (section I.H.), proof of registration with and participation in e-verify (section I.W.), and evidence of lawful presence (section I.X.). They will also be required to sign a Grant Award Agreement with the ADA indicating their intention to complete the proposed tasks and authorizing ADA to monitor the progress of the proposed project. The Grant Award Agreement will include provisions identified in sections I.L. – I.X. as well as reporting requirements.

Grant Award Agreements must be signed and returned to ADA within 30 days of receipt.

Failure to submit an executed copy of the Grant Award Agreement within 30 days of receipt will result in the loss of awarded grant funds, unless the delay was caused by circumstances outside the control of the grantee.

Grant Award Agreements may be up to two years in duration depending on the type of project.

ADA staff will write your grant award agreement based on the information you provide, so it is important that you carefully complete the application packet.

Requests for fund advances will be considered on a case by case basis. If a funding advance is requested, the need for the advance must be clearly stated in the project proposal. Refer to section I.F. for more details.

III.G. Reporting Requirements

1. **Quarterly Performance Reports** - The Grantee shall submit the following documentation to the Program Coordinator within 30 days of the close of each quarter for the length of the project (see reporting schedule on Page 30).
 - a. A budget report
 - b. A signed activity report
 - c. A narrative report

The reports shall include, but are not limited to, budget expenditures, applicable in-kind (matching) expenditures, activity reports, and a brief narrative of the project’s progress, as applicable. **Failure to submit timely reports may result in the forfeiture of payment for that quarter and may affect the scoring of future grant applications.**

Reporting Periods

October 1 – December 31
January 1 – March 31
April 1 – June 30
July 1 – September 30

Report Due on or before

January 31
April 30
July 31
October 31

- 2. **Reimbursement** - Reimbursement requests may be submitted with each quarterly report or less frequently if no expenses have been incurred. The Grantee must obtain pre-approval from the Program Coordinator before any funds are reallocated within the approved budget.
- 3. **Annual Oral Presentations** - The Grantee may be required to make an annual oral presentation to ADA staff and other SCBGP stakeholders as scheduled by the SCBGP Coordinator.

The following information must be included in the Quarterly Performance Report:

Project Title

Activities Performed

- Briefly summarize activities performed, targets, and/or performance goals achieved during the reporting period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
- Provide a comparison of actual accomplishments with the goals established for the reporting period.
- Present the significant contributions and role of project partners in the project.
- Clearly convey progress toward achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.
- If a target of a project has already been achieved, it is encouraged to amend the outcome measure. This permits the project staff to “stretch” the goals in order to go beyond what they are already doing.

Problems and Delays

- Note unexpected delays, impediments, and challenges that have been confronted in order to complete the goals for each project. Explain why these changes took place.
- Mention the actions that were taken in order to address these delays, impediments, and challenges.

- Review measurable outcomes to determine if targets are realistic and attainable. An objective that is too stringent should be scaled back and identified in the performance report. Keep in mind that targets may slip due to all kinds of factors, such as employee turn-over and bad weather.
- In the event that the work plan timeline, expected measurable outcomes, budget, and/or methodology needs to be adjusted, provide an outline of those changes.

Future Project Plans

- Briefly summarize activities performed, targets, and/or performance goals to be achieved during the next reporting period for each project. Whenever possible, describe the work accomplished in both quantitative and qualitative terms.
- Describe any changes that are anticipated in the project.

Funding Expended To Date

- Provide information regarding the level of grant funds expended to date.
- Provide information regarding the level of matching funds expended to date. (If applicable)
- In the event that a project gained income as a result of planned activities, provide the amount of this supplemental funding and how it will be reinvested into the project.

4. **Final Performance Report** - A final report must be submitted to ADA by the Grantee no later than forty five (45) calendar days after the Agreement termination date. **Failure to submit timely final reports may result in the forfeiture of final payment and may affect the scoring of future grant applications.** The final report must be approved by ADA and AMS. ADA will not disburse final payment until all requirements of the Agreement have been fulfilled. All remaining grant funds or outstanding grant funds must be reconciled. The final narrative report shall address all points listed below and be suitable for dissemination to the public.

All Final Performance Reports will be posted on the ADA's website at <http://www.azda.gov/act/PrevFundedProj.aspx>. Industry representatives and stakeholders will be notified when reports are posted.

The following information must be included in the Final Performance Report:

Project Title

Project Summary

- Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.
- Establish the motivation for this project by presenting the importance and timeliness of the project.

- If the project built on a previously funded project with the SCBGP or SCBGP-FB, describe how this project complimented and enhanced previously completed work.

Project Approach

- Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
- Present the significant contributions and role of project partners in the project.

Goals and Outcomes Achieved

- Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.
- If outcome measures were long term, summarize the progress that has been made towards achievement.
- Provide a comparison of actual accomplishments with the goals established for the reporting period.
- Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

Beneficiaries

- Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.
- Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

Lessons Learned

- Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.
- Provide unexpected outcomes or results that were an effect of implementing this project.
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

Contact Person

- Name the Contact Person for the Project
- Telephone Number
- Email Address

Additional Information

- How has the project enhanced the competitiveness and/or increased consumption of Arizona specialty crops?
- Provide additional information available (i.e. publications, websites, photographs) that is not applicable to any of the prior sections.

Grantees will be required to make annual oral presentations throughout the duration of the project and provide additional information as necessary throughout the entire AMS grant period of 3 years. Grantees are responsible for responding to any inquiries from the ADA.

III.H. Amendments

Grant Award Agreements shall only be modified by mutual written consent through a Grant Award Agreement Amendment executed by ADA and the Grantee. Unauthorized changes to Grant Award Agreements shall be void and without effect, and the Grantee shall not be entitled to any claim under this Agreement based on those changes.

Grant Award Agreements are intended to incorporate all provisions required by federal law. If the Department learns that a provision required by federal law has not been incorporated in the Agreement, the parties agree to promptly amend the Agreement to include the provision.

Budget Adjustments – If a project budget adjustment is needed during the project period, a written request may be made to ADA to reallocate budget funds between budget categories. However, the total budget amount as dictated by the approved grant award cannot be adjusted except as provided in section III.I. **No deviation from the approved budget will be allowed without prior approval by the Program Coordinator. If accumulative budget adjustments exceed 20% of the total budget, an amendment to the grant agreement will be necessary.**

Unexpended Funds – Grantees shall inform ADA of the potential for unexpended awarded grant funds as soon as the grantee is aware of the potential for unexpended funds, but no later than 90 days prior to the award expiration date. **Failure to expend budgeted funds may affect the scoring of future grant applications.**

III.I. Distribution of Unexpended Awarded Funds

Unexpended awarded funds refer to awarded grant funds that grantees do not spend either because a grantee completed its project under budget or a grantee did not complete all aspects of the project covered by the grant award agreement. ADA reserves the right to use unexpended awarded funds to provide additional grant funds to other grantees who have current grant award agreements for projects covered by those agreements or to provide initial funding to applicants who had previously applied for funding but had not been awarded a grant due to lack of available funds. The Director will document in writing the specific justifications for any distributions of unexpended awarded funds made under this section.

SCBGP-FB CHECKLIST

- One original, ten complete copies and one electronic copy on CD**
(Adobe file for application cover sheet and budget, Microsoft Word 97-2003 or 2007 file for the project proposal) of application packet. **Only the original application must have an original signature.** The printed copy should be on white paper and fastened with a staple in the upper left-hand corner. Each copy should include the following:
 - Eligible Specialty Crop**
The commodity(s) deriving benefit from the grant is/are eligible under the USDA-AMS “Definition of Specialty Crops”.
 - Signed Application Cover Sheet**
Must be completed in fillable PDF form. Not more than ONE page. Project Title not more than SIX words. Only the original application must have an original signature. Must be labeled Page 1.
 - Project Proposal, which includes the following:**
Must be completed in Microsoft Word template. Instructions with examples begin on Page 10. Not more than FOUR pages total. Must be labeled Pages 2-5.
 - Abstract
 - Project Partner Organization
 - Project Purpose
 - Potential Impact
 - Expected Measurable Outcomes
 - Work Plan/Timeline
 - Project Commitment
 - Multi-State Projects
 - Project Funding
 - Budget Narrative
 - Budget**
Must be completed in fillable PDF form. Not more than ONE page. Must be labeled Page 6.

**COMPLETED APPLICATION PACKETS ARE DUE TO THE
ARIZONA DEPARTMENT OF AGRICULTURE BY
5:00 PM ON APRIL 2, 2014**

Specialty Crop Block Grant Program Application Cover Sheet

Company/Organization Name: _____

DBA: _____

Grant Project Contact: _____
Principal Investigator for Universities

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email Address: _____

Grant Management Contact: _____
Administration

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email Address: _____

Tax ID: _____ DUNS # _____ DUNS # Applied For?
 Yes No

County of Project: _____

Legislative District: _____ Congressional District: _____

Is this a multi-state project? Yes No List partnering state(s): _____

Project Title (limited to **SIX** words): _____

Project Begin Date: _____ Project End Date: _____

Funding Amount Requested: _____

Specific Specialty Crop deriving benefit from grant (For example: "Iceberg Lettuce" instead of "Vegetables or "Lettuce."

I hereby certify that the information in the application packet is true and correct to the best of my knowledge.

Authorized Signature

Date:

Printed Name

2. **Abstract—**
3. **Project Partner Organization—**
4. **Project Purpose—**
5. **Potential Impact—**
6. **Expected Measurable Outcomes—**
7. **Work Plan/Timeline—**
8. **Project Commitment—**
9. **Multi-State Projects—**
10. **Project Funding—**
11. **Budget Narrative—**

Project Title

Funding Cycle FY15 - Beginning October 2014	Budget	Budget	Match
	Y1	Y2	Total
		If Applicable	If Applicable
Personnel	FTE		
		0	0
		0	0
		0	0
Total Personnel	\$ -	\$ -	\$ -
Fringe Benefits (Employee Related Expenses)	% of Salary		
		0	0
		0	0
		0	0
Total Fringe Benefits	\$ -	\$ -	\$ -
Travel			
		0	0
		0	0
		0	0
		0	0
Total Travel	\$ -	\$ -	\$ -
Special Purpose Equipment (see pages 19-20)			
		0	0
		0	0
Total SPE	0	0	0
Supplies			
		0	0
		0	0
		0	0
		0	0
		0	0
		0	0
Total Supplies	\$ -	\$ -	\$ -
Professional & Outside Services/Contractual			
		0	0
		0	0
Total P&O	\$ -	\$ -	\$ -
Other Operating Expenses			
		0	0
		0	0
		0	0
		0	0
Total OOE	\$ -	\$ -	\$ -
TOTAL PROJECT COSTS	\$ -	\$ -	\$ -
GRAND TOTAL	\$ -		