

Specialty Crop Block Grant

Catalog of Federal Domestic Assistance (CFDA) 10.170

2019 Request for Proposals

In accordance with the Americans with Disabilities Act, this information is available in alternative forms of communication upon request by calling 651-201-6000. TTY users can call the Minnesota Relay Service at 711. The MDA is an equal opportunity employer and provider.

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Eligibility and Application Instructions

Eligible Applicants

Nonprofit organizations, producer organizations, government agencies, universities, and other organizations involved in Minnesota agriculture are eligible to apply. Projects proposed by individual producers, for-profit businesses, or commercial entities are eligible only if they demonstrate a significant benefit to the specialty crop industry (or a segment of the industry). Proposals may involve collaborations or partnerships between producers, industry, academia or agricultural organizations. Applicants may cooperate with any public or private organization. Organizations may submit more than one application but may be asked to prioritize those projects.

All applicants must have a Data Universal Numbering System (DUNS) number. This is a nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities (it is not your EIN). You can get or update a DUNS number by calling 866-705-5711 or on the [Dun and Bradstreet](#) website.

All applicants must also register with the [System for Award Management](#) and provide annual updates as needed. Registering allows you to do business with the Federal government and ensures that Federal funds are paid to organizations that that have not been suspended or disbarred.

Eligible Projects

To be eligible, project(s) must solely enhance the competitiveness of a Minnesota specialty crop, as defined by the USDA. Specialty crops include “fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture.” The USDA provides a more comprehensive list of [eligible and ineligible specialty crops](#) on their website. Eligible project(s) may also exclusively increase the competitiveness of processed products with 50% or more specialty crop content, by weight.

A project is a set of interrelated tasks with a cohesive overarching goal that the applicant wants to accomplish through a series of individual activities or tasks. It follows a planned, organized approach over a fixed period of time and within specific limitations (cost, resources specific to project, performance, etc.). Each project is required to demonstrate external support from specialty crop stakeholders, including specialty crop growers, grower-level groups, processors, and distributors. Applications for grant funds should describe how the project potentially affects and produces measurable outcomes for the specialty crop industry and/or the public, who will benefit from the project, and how project results and outcomes will be evaluated. Projects that address problems or opportunities that cross state boundaries are eligible.

Previously funded activities need to address whether or not the projects are likely to become self-sustaining and that specialty crop stakeholders, other than those involved in the project, support the continuation of the project.

Projects that solely benefit a particular commercial product, provide a profit to a single organization, institution, or individual, or result in unfair competition with private companies that provide equivalent products or services are not allowed.

Funding Priorities

Up to eight points will be awarded for projects that address one or more of these priorities:

- Improve distribution systems of specialty crops, such as reducing costs, removing barriers, or creating new systems
- Provide technical assistance to growers and value-added producers focused on creating and sustaining profitable businesses
- Increase child and adult nutrition knowledge and consumption of specialty crops
- Focus on pest or disease control
- Develop new or improved seed or plant varieties
- Conduct research focusing on sustainability, conservation or environmental outcomes
- Improve capacity to comply with the requirements of the Food Safety Modernization Act

Projects that benefit beginning farmers receive up to two priority points. A Beginning Farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.

Projects that benefit socially disadvantaged farmers receive up to two priority points. A Socially Disadvantaged farmer is a farmer who is a member of a Socially Disadvantaged Group. A Socially Disadvantaged Group is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, and/or because all or part of an individual's income is derived from any public assistance program. This includes communities of color and Native American Tribal Communities.

Eligible Project Expenses

All costs must be associated with project activities that solely enhance the competitiveness of specialty crops. State, local, or Indian tribal governments, nonprofit organizations, colleges, and universities can find further guidance on cost principles in [2 CFR 200 Subpart E](#). For-profit organizations can find further guidance in [48 CFR Subpart 31.2](#). You can also contact the Program Coordinator with questions about expense-related questions.

Eligible project expenses include, but are not limited to:

Personnel

Includes personnel services in proportion to the amount of time or effort an employee devotes to the grant-supported project or program. Salaries, wages and fringe benefits incurred under formally established policies of the organization, must be consistently applied, reasonable for the services rendered, and supported with adequate documentation.

Consultant Services and Contractual Costs

Includes professional and consultant services performed by an individual or organization other than the applicant that is in a particular profession or with a special skill. Also included in this category are contractual expenses associated with purchasing goods. These expenses are procured through a contract.

- Compensation for contractor/consultant services should be reasonable and consistent with that paid for similar services in the marketplace. Contractor/consultant rates must not exceed \$600 per eight-hour day (not including travel).
- Procurement standards for goods and services – grantees must use their own documented procurement procedures which reflect applicable State and local laws and regulations, provided that the requirements conform to applicable Federal law and the standards found in [2 CFR 200.318-326](#).
- Any subcontract must be a written agreement between the grantee and the third party. The contract must, as appropriate, state: The activities to be performed; the time schedule; the policies and requirements that apply to the contractor, including those required by [2 CFR 200.326](#) and other terms and conditions of the grant (these may be incorporated by reference); the maximum amount of money for which the grantee may become liable to the third party under the agreement; and the cost principles to be used in determining allowable costs in the case of cost-type contracts.

Materials and Supplies

Includes materials, supplies, and fabricated parts necessary to carry out the grant project. Purchased materials and supplies must be charged at their actual prices, net of applicable credits. Computing devices, if the acquisition cost is less than \$5,000 and is essential and allocable to the performance of the grant project, are allowable.

Equipment

Includes tangible personal property having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds \$5,000 per unit.

- Only lease or rental of general purpose equipment is allowable and the agreement must terminate at the end of the grant cycle. General purpose equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles.
- Special purpose equipment is equipment used only for research, scientific, or technical activities of the grant award project. Rental costs and acquisition costs of special purpose equipment are allowable provided certain criteria are met, such as being not otherwise reasonably available and accessible (consult with the MDA Program Coordinator for further restrictions.)
- Website development, mobile apps, etc., that are not considered to be information technology systems, but rather social media applications, are allowable.
- Equipment is subject to the full range of acquisition, use, management, and disposition requirement under [2 CFR 200.313](#).

Travel Costs

Includes domestic airfare, lodging, meals, mileage, parking, etc. if necessary for grant activities. Grantees must follow their formal organizational policy to limit these costs. If a grantee does not have formal travel policies or is a for-profit entity, allowable travel costs may not exceed those established by the [Federal Travel Regulation](#) issued by the [General Services Administration](#), including the maximum per diem and subsistence rates prescribed in those regulations. In the case of air travel, project participants must use the lowest reasonable commercial airfares.

Other

Includes but is not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection. Meeting meals need to be reasonable and justifiable, and not associated with entertainment. Publication costs are the costs of printing and publication of informational leaflets, reports, manuals, and soft copy publications relating to the project.

Ineligible Project Expenses

Ineligible project expenses include, but are not limited to:

- Costs incurred prior to the start date on the executed grant agreement
- Costs associated with preparing the application
- Indirect costs defined at [2 CFR 200.56](#)
- Business startup or farm expansion costs
- Capital expenditures for general purpose equipment, buildings, and land
- Construction and renovation of buildings and structures
- Costs for projects that will disparage the mission, goals, and/or actions of another organization
- Bad debt
- Lobbying, political, and other governmental activities
- Entertainment and alcohol (alcoholic beverage expenses are allowed only when the costs are associated with enhancing the competitiveness of wine grapes and when prior approval is given by the MDA)
- Amusement, diversion, or social activity costs (such as tickets to shows or sports events, or meals, lodging, rentals, transportation, or gratuities connected with attending entertainment events)
- Tuition for grantees
- Contributions to a contingency reserve or any similar provision
- Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure to comply with, Federal, State, local, or Indian tribal laws and regulations
- 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
- Costs of goods or services for personal use of the employees – regardless of whether the cost is reported as taxable income to the employees
- Information technology systems that have a useful life of more than one year and a per-unit acquisition cost equal to or exceeding \$5,000 (consult with the MDA program coordinator for additional details)
- Costs of investment counsel and staff and other expenses incurred to enhance income from investments
- Political activities in accordance with provisions of the Hatch Act ([5 U.S.C. 1501-1508](#) and [7324-7326](#))

Program Income

SCBG projects occasionally result in the grantee generating income by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. This includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (including 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. Program income earned during an active agreement must be re-invested into the project in which the income was generated, but does not have to “offset” any awarded/allocated SCBGP funds.

Application Review Process and Timeline

All eligible applications will be reviewed by the MDA staff and an external review committee based on the criteria in the evaluation profile. External reviewers may include growers, private industry members, university faculty or staff, public agency staff, and representatives from nonprofits who have interest and expertise in specialty crops, research, food marketing, and/or agricultural systems. The Commissioner of Agriculture reviews the committee recommendations and is responsible for finalizing the recommendations that will be forwarded to the USDA for final approval.

During the review process, we will notify you if adjustments to your scope of work and/or project budgets are requested. Proposals that are recommended by reviewers and approved by the MDA will be included in the Minnesota State Plan which will be submitted to the USDA in May 2019 for approval. All applicants will be notified after the review process about whether or not their proposal was selected for submission to USDA.

RFP posted on the MDA website.....	January 2019
Applications due to the MDA.....	March 7, 2019, 4:00 pm CST
Grant Review Process.....	about six weeks
MDA notifies conditionally approved applicants.....	April 2019
MDA submits state plan to the USDA.....	May 2019
USDA approval (anticipated).....	September 2019
MDA issues approval letters to successful applicants/initiates contracting.....	October 2019
Project work can start (anticipated).....	November 1, 2019
Planned project end date.....	April 30, 2022
Furthest project end date upon request.....	September 29, 2022

Once the USDA Agricultural Marketing Service (AMS) approves Minnesota’s state plan, we will notify successful applicants and request documentation needed for risk assessment and to draft a grant award contract agreement. We expect to be able to notify successful applicants in September of 2019 and to draft grant agreement documents in October, with the earliest projected project start date of November 1, 2019.

Application Instructions

Grant applicants are required to submit proposals through our [online application system](#).

All applications must be received by 4:00 p.m. CST, on March 7, 2019. Late applications will not be considered. The MDA is not responsible for any technical or logistical problems causing an application to be received late. It is your responsibility to ensure that submission is received by the MDA before the deadline.

Questions

Submit questions by email using Ann.Kuzj@state.mn.us or MDA.AGRIGrants@state.mn.us. Questions must be submitted by 4:00 p.m. CST on **February 27, 2019**. Answers will be posted on the [Questions and Answers](#) portion of the Specialty Crop Block Grant webpage.

Technical assistance with the online application system can be provided until the submission deadline by calling the Grants Line at 651-201-6500 or emailing MDA.AGRIGrants@state.mn.us with “Specialty Crop Technical Assistance” in the subject line.

Data Collection/Open Records

While the proposals are being received and reviewed, only people with a need to access your data in support of your 2019 Minnesota Specialty Crop Block Grant proposal will have the authority to access the data you provide, unless you give the MDA informed consent to release the data, a court orders the release of the data, or a legislative auditor requests to review the data.

Per [Minn.Stat. § 13.599](#), names and addresses of grant applicants will be public data once proposal responses are opened. After all the proposals have been reviewed and the grantees determined, all the information in the proposal will become public data except for trade secret data, if present.

Liability

The MDA will not be held liable for any costs incurred by any firm for work performed in the preparation and production of a proposal, nor for any work performed prior to the formal execution of the contract.

Other Considerations

All proposals submitted in response to this RFP become the property of the MDA. The MDA reserves a royalty-free, nonexclusive, and irrevocable license to reproduce, publish, otherwise use, and to authorize others to use materials produced under this grant agreement.

The MDA also reserves the right to:

- Post funded proposals or final reports to the MDA website
- Reject any or all proposals received
- Waive or modify minor irregularities in proposals received after prior notification and agreement of applicant
- Use any or all ideas submitted unless those ideas are covered by legal patent or proprietary rights

- Clarify the scope of this program, within the RFP requirements and with appropriate notice to potential applicants, to best serve the interests of the State of Minnesota
- Amend program specifications after their release, with appropriate written notice to potential applicants
- Require a good faith effort on the part of the project sponsor to work with the MDA subsequent to project completion to develop or implement project results
- Withhold any payments when contract conditions are not met

Requirements for Projects Receiving Grant Funds

General Compliance

All grant recipients must comply with all applicable federal and state laws and regulations and the most recent USDA-AMS Grants Division [General Terms and Conditions \(PDF\)](#).

Financial Management

Grantees must follow the general procurement standards in [2 CFR 200.318](#) and use their own documented procurement procedures which reflect applicable State and local laws and regulations, provided that the requirements conform to applicable Federal law and the standards found in [2 CFR 200.302-.326](#).

Grantees must have adequate internal controls to assure that Federal grant funds are kept separate from other grant funds and general organization expenses and income and has a process for approving expenditures as described in [2 CFR 200.303](#).

Grantees must maintain written standards of conduct covering conflicts of interest and governing the actions of its employees engaged in the selection, award, and administration of contracts.

Grantees must not make subawards or contract with vendors who are included in [Minnesota's Suspended/Debarred Vendor Report](#). Grantees must also verify that sub-awardees have registered with the [System for Award Management \(SAM\)](#) and have maintained an active account.

Pre-Award Financial Review

All Non-Governmental Organizations (NGOs) applying for grants from the State of Minnesota must undergo a financial review prior to a grant award of \$25,000 or more. All grantees that are NGOs will be required to submit one of the following documents upon notification of conditional award:

Applicant Organization's Total Annual Revenue	What to Submit
Less than \$50,000 (or if the organization has not been in existence long enough to have completed an IRS Form 990)	The organization's most recent board-approved financial statement
Between \$50,001 and \$750,000	Most recent IRS Form 990
More than \$750,000	Most recent certified financial audit

If a grantee expends more than \$750,000 per year in Federal funds the organization's single audit will be reviewed from the Federal Audit Clearinghouse or provided by the grantee.

A recent balance sheet may be requested from for-profit individuals and organizations.

Grant Award Agreement

Prior to beginning work on the proposed project or receiving funding, each successful applicant must sign a grant award agreement with the MDA indicating their intention to complete the proposed tasks, report

results, and authorizing the MDA to monitor the progress of the proposed project. The MDA cannot pay for any activity/ project expenses incurred before the agreement is executed.

Some changes may become necessary during the course of your project. Please contact the Program Coordinator with any project changes, including changes in key personnel or personnel time devoted to the project. Changes that alter the scope or objectives of a project require prior approval by the MDA and USDA and may require an amendment to the contract.

Reporting Requirements and Payments

To receive a payment, the grantee must submit requests for reimbursement. Requests need to include an itemized invoice, along with financial reports from your financial accounting system (including payroll), supporting documentation, and a progress report.

There are three types of progress reports:

- **Invoicing reports** are brief progress reports attached to each payment request in between annual reports.
- **Annual performance reports** describe activities done to accomplish the project objectives and collect data on outcomes and are required for the reporting period that ends on September 29 of each year of the grant agreement.
- The **final performance report** describes the activities performed and accomplishments made to assist in fulfillment of the project’s objectives, outcomes, and/or indicators; the impact the accomplishments had on the project’s beneficiaries; and quantifiable results for each Outcome/Indicator. Any corrective actions or project changes conducted to overcome challenges or developments and lessons learned are also explained in this report. The final report may be posted to the MDA and USDA websites in order to share project findings with Federal and State agencies and with the public.

All reports must be submitted in a format specified by the MDA. Grantees who do not submit reports on time, and/or submit incomplete reports, may be required to return previously disbursed funds to the MDA, and may be removed from consideration for future funding. The MDA reserves the rights to modify reporting requirements during the course of the project and to conduct additional follow-up surveys of funding projects in order to determine long-term impacts of the program.

Reports should be submitted according to the following schedule:

Due Date	Date Range	Type of Progress Report
April 30, 2020	Contract Effective Date – March 31, 2020	Invoicing
November 15, 2020	April 1, 2020 – September 30, 2020	Annual Performance
April 30, 2021	October 1, 2020 – March 31, 2021	Invoicing
November 15, 2021	April 1, 2021 – September 30, 2021	Annual Performance
April 30, 2022*	October 1, 2020 – March 31, 2022 or end date	Invoicing or Final Performance
November 15, 2022*	April 1, 2021 – September 29, 2022 or end date	Final Performance

*Grantees must submit a final performance report within 45 days of their grant agreement end date.

If needed by the grantee or required by the MDA, an interim financial report with supporting documentation and invoicing progress report may be submitted for the April 1 to June 30 and October 1 to December 30 report periods of a year within the grant contract term. Submission due dates are 30 days after the end of the interim report period. Recipients may request 10 percent of the grant award as an advance, if necessary to get a project started, and then deduct the advance payment amount from total project expenditures claimed during the first reporting period of the grant.

The MDA may retain up to 25 percent of the total award pending receipt of an acceptable and timely final report, in a format specified by the MDA.

Monitoring

The MDA may monitor grantees to ensure that work is progressing within the required time frame, outcome data is being collected, and that fiscal procedures are followed accurately and appropriately. Monitoring can include review and discussion of financial and program information via phone and email (called “desk audits”), as well as site visits.

Record Retention and Audits

Grantees must maintain a project file containing all records of correspondence with the MDA, receipts, invoices, records of payments, payroll records, and copies of all reports and documents associated with the project. Upon request by State or Federal agencies, the grantee shall produce a legible copy of any or all such records. Per [Minn. Stat. §16B.98 Subd. 8](#), the grantee’s books, records, documents, and accounting procedures and practices of the grantee or other party that are relevant to the grant or transaction are subject to examination by the State granting agencies, and either the legislative auditor or the state auditor, as appropriate. This requirement will last for a minimum of six years from the grant agreement end date with receipt and approval of all final reports, or the required period of time to satisfy all state and program retention requirements in [2 CFR §200.333](#), whichever is later.

The grantee (other than Federal agencies and for-profit businesses) is responsible to comply with [2 CFR 200 Subpart F – Audit Requirements](#). The standards require any grantee that expends \$750,000 or more in Federal awards during their fiscal year to have a single or program-specific audit conducted for that year. All auditees are to submit their audit reports directly to the [Federal Audit Clearinghouse \(FAC\)](#).

Civil Rights

The Minnesota Department of Human Rights enforces the state human rights law that prohibits discrimination in public services because of race, color, creed, religion, national origin, disability, sex, sexual orientation, or public assistance status. For more information or to file a complaint, contact:

Minnesota Department of Human Rights
Freeman Building, 625 North Robert Street
St. Paul, MN 55155
651-539-1100 (voice)
800-657-3704 (toll free)
711 or 800-627-3529 (MN Relay)
651-296-9042 (Fax)
Info.MDHR@state.mn.us (Email)
<https://mn.gov/mdhr/> (Website)

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, religious creed, disability, age, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing information are in Section 24.0 of the Agricultural Marketing Service (AMS) Grants Division [General Terms and Conditions \(PDF\)](#).

Affirmative Action and Non-Discrimination

The grantee agrees not to discriminate against any employee or applicant for employment because of race, color, creed, religion, national origin, sex, marital status, status in regard to public assistance, membership or activity in a local commission, disability, sexual orientation, or age in regard to any position for which the employee or applicant for employment is qualified. [Minn. Stat. §363A.02](#). The grantee agrees to take affirmative steps to employ, advance in employment, upgrade, train, and recruit minority persons, women, and persons with disabilities.

The grantee must not discriminate against any employee or applicant for employment because of physical or mental disability in regard to any position for which the employee or applicant for employment is qualified. The grantee agrees to take affirmative action to employ, advance in employment, and otherwise treat qualified disabled persons without discrimination based upon their physical or mental disability in all employment practices such as the following: employment, upgrading, demotion or transfer, recruitment, advertising, layoff or termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship. [Minnesota Rules, part 5000.3500](#).

The grantee agrees to comply with the rules and relevant orders of the Minnesota Department of Human Rights issued pursuant to the [Minnesota Human Rights Act](#).

Voter Registration

The grantee will comply with [Minn. Stat. §201.162](#) by providing voter registration services for its employees and for the public served by the grantee.

Project Evaluation Profile

Evaluation Criteria	Maximum Score
<p>Potential Impact Does the project have the potential to have a positive impact on the competitiveness of a specialty crop industry/segment in Minnesota? Is the project well organized and easy to understand how it can increase the competitiveness of specialty crops?</p>	1 – 10
<p>Project Purpose How well does the applicant define the need for and purpose of the project? Are the objectives clear and appropriate? Is the project purpose important and timely?</p>	1 – 15
<p>Project Beneficiaries and External Project support Does the project stand to meaningfully impact a significant number of beneficiaries? Is the project likely to succeed? Do stakeholders support the project?</p>	1 – 18
<p>Measurable Outcomes and Indicators Does the project include at least one measurable outcome and indicator that directly support the project’s purpose? Are the indicators important to intended beneficiaries? Do they meet USDA’s requirements? Is there a good plan for collecting data to report on each outcome and indicator?</p>	1 – 20
<p>Budget and Narrative Is the total grant amount requested reasonable and appropriate? Are line items reasonable and appropriate, including compensation/personnel rates? Does the budget narrative adequately explain and justify each budget line item?</p>	1 – 15
<p>Personnel and Contractual Responsibilities Does the applicant adequately describe each activity needed to accomplish the goals and purposes of the project? Do they state when those activities are taking place and who is responsible for each? Does the plan make sense?</p>	1 – 10
<p>Funding Priority(ies) How well does the project addresses one or more of these funding priorities?</p> <ul style="list-style-type: none"> • Improve distribution systems of specialty crops, such as reducing costs, removing barriers, or creating new systems • Provide technical assistance to growers and value-added producers focused on creating and sustaining profitable businesses • Increase child and adult nutrition knowledge and consumption of specialty crops • Focus on pest or disease control • Develop new or improved seed or plant varieties • Conduct research focusing on sustainability, conservation or environmental outcomes • Improve capacity to comply with the requirements of the Food Safety Modernization Act 	0 - 8
<p>Priority Points B Does this project directly benefit socially disadvantaged farmers?</p>	0 – 2
<p>Priority Points C Does this project directly benefit beginning farmers?</p>	0 – 2
Maximum Possible Points	100

Application Questions

These questions are provided for your convenience. You will answer these questions in the [Online Application System](#).

Contact Information

(Part of registration in the Online Application System)

- Name of Contact Person
- Name of Organization
- Address
- City
- State
- Zip
- Email Address
- Phone

Background

- Project Name
- Name and Title of Authorized Signer
- Email Address and Phone Number of Authorized Signer
- Project Coordinator/Principal Investigator (PI) Name
- PI Name/Phone Number/Email Address
- Industry Sector(s) or Specific Specialty Crop(s) Targeted (e.g. Tree Fruit: Apples)
- Counties Served by Proposal
- Amount Requested
- Project Start Date
- Project End Date
- DUNS Number

Overview

Please confirm that the following statements apply to your organization. You must respond “Yes” to all of the statements to be eligible to apply for this grant.

- The organization applying benefits Minnesota specialty crop producers, has agricultural research capabilities, an adequate financial system, and a DUNS number.
- The organization applying is in good standing with the State of Minnesota and is eligible to receive federal funding by having an active account with the [System for Award Management \(SAM\)](#).

Project Description

Provide a very brief (approximately one sentence) description of your project. This may be used for public notification and will be the first sentence of your project summary. (250 characters, including spaces)

Project Summary

Summarize the project, to include:

- The name of the applicant organization that, if awarded a grant, will establish an agreement or contractual relationship with the MDA to lead and execute the project;
- A concise outline of the project outcomes; and
- A description of the general tasks to be completed during the project period to fulfill this goal. *(2,700 characters, including spaces)*

Project Purpose (Need for Project)

Provide the specific issue, problem, or need that the project will address. *(3,200 characters, including spaces)*

List of each main objective (Objective 1, Objective 2, etc.) that this project aims to achieve. Under each objective, provide a brief description of what you will accomplish and general plan on what you will do to accomplish the objective. *(3,700 characters, including spaces)*

Project Beneficiaries

Estimate the number of people/organizations who will benefit from the project, including a one to two word descriptor (e.g. 500 children consumers, 20 specialty crop producers) and the total number (sum of all types)of beneficiaries (e.g. 520 beneficiaries.) *(1,000 characters, including spaces)*

Does this project benefit socially disadvantaged farmers as defined? Yes/No

Does this project directly benefit beginning farmers as defined? Yes/No

If you answered “yes” to either of the above questions, please describe. *(1,000 characters, including spaces)*

Do you confirm that the project solely enhances the competitiveness of specialty crops (as defined in Eligible Projects)? Yes/No

If your project has the potential to mix with or also enhance non-specialty crops, briefly explain how you will separate out project benefits and outcome data for specialty crops. *(1,000 characters, including spaces)*

Continuation and Other Federal and State Support

If this project is continuing the efforts of a previously funded SCBG project, address the following points.

- Describe how this project will differ from and build on previous efforts; and
- Provide a summary (3-5 sentences) of the outcomes of the previous efforts. *(3,000 characters including spaces)*
- Provide lessons learned on potential project improvements:
 - What was previously learned from implementing this project?

- How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes? *(3,000 characters including spaces)*
- Describe the likelihood that this project will become self-sustaining and not indefinitely depend on grant funds. *(2,500 characters including spaces)*
- Has this project been submitted to another Federal or State grant program or is another Federal or State grant program currently funding the project? Yes/No
- If your project is receiving or will potentially receive funds from another Federal or State grant program:
 - Identify the Federal or State grant program(s).
 - Describe how the SCBG project differs from or supplements the other grant program(s) efforts. *(2,500 characters including spaces)*

Project Support

Only letters that are signed and dated and provided prior to the MDA's application deadline will be considered by grant reviewers. Each upload box will only accept one file; however, letters may be combined into one PDF before uploading.

Provide letters of commitment from all project partners and collaborators.

- A **partner/partnership** is a relationship involving close cooperation between parties having specified and joint rights and responsibilities in the management of the project.
- A **collaborator** is a person or organization that cooperates with the applicant in the conduct of the project, but is not immediately connected to the management of the project.

Describe the specialty crop stakeholders (e.g. growers, grower level groups, processors and distributors) who support this project and how they support this project. *(3,500 characters, including spaces)*

Provide letters of support from specialty crop stakeholders that are not project partners or collaborators. Stakeholder letters of support are not required but are encouraged.

Outcomes

- Refer to the list of Performance Measures in the [Appendix](#). Select the performance measure(s) that are applicable for this project from that list. Select at least one of the eight outcomes and list at least one of the indicators for each outcome from the indicator list under each outcome. If there are multiple sub-indicators listed under the indicator, select at least one sub-indicator. You will have to report on each indicator chosen in annual and final reports. *(3,000 characters, including spaces)*
 - **For example:** Outcome 2, Indicator 1. A: Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.
 - If the indicator(s) are not relevant to the project, a project-specific indicator(s) may be developed subject to approval by USDA.
- Explain how you will collect the required data to report on the results of assessing each outcome and indicator. *(4,500 characters, including spaces)*

Budget

Budget Table

Complete the Budget Table with expenses that will be funded by the SCBG if awarded a grant and then upload to your application.

Expense Category	Grant Funds Requested
Personnel – Salaries	
Personnel – Fringe Benefits	
Travel	
Equipment (over \$5000)	
Supplies	
Other	
Project Income	
Total Project Costs	

Budget Narrative

Provide a detailed explanation for each item in each expense category. For each section, see the definitions in the [Eligible Expenses](#) section.

Personnel

- List people employed by your organization whose time and effort can be specifically identified and easily and accurately traced to this project’s activities. For each person you list, include her/his name, title, level of effort (number of hours or percent of full time equivalents (FTE), and total grant funds requested for each employee. *(3,000 characters including spaces)*
- For each individual listed above, describe the activities to be completed by name/title, including approximately when the activities will occur. *(4,000 characters including spaces)*

Fringe Benefits

Provide the rate of fringe benefits and funds requested for each of the project’s salaried employees described in the personnel section that will be paid with SCBG funds.

Travel

Complete the Travel Table and upload to your application. Travel costs are limited to those allowed by your organization’s formal policy.

Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	Number of Units	Cost per Unit	Number of Travelers Claiming Expense	Grant Funds Requested
1.						
2.						
3.						
4.						
5.						
Total Travel Funds Requested						

For each project-related trip, explain the purpose of the trip, how it will achieve the objectives and outcomes of the project, and approximately when each trip will occur. (4,000 characters including spaces)

Do you confirm that your organization’s established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable? Yes/No

If you do not agree to the statement above, explain what travel policy you will adhere to when making SCBG funded trips? (1,000 characters, including spaces)

Equipment

Describe each piece of special purpose equipment to be purchased or rented using SCBG funds and any general purpose equipment rental using SCBG funds. Include whether the equipment item will be rented or purchased, when it will be acquired, the funds requested (2,000 characters including spaces), and how it will be used to accomplish the project’s objective(s) and outcomes(s) (2,000 characters including spaces).

Materials and Supplies

Describe each item (material, supply, and fabricated part that costs less than \$5,000 per unit) including the item’s per-unit cost, number of units/pieces needed, when it will be acquired, amount of funds requested for each item (2,500 characters including spaces), and how each item is necessary to complete this project’s objective(s) and outcomes(s) (3,000 characters including spaces).

Contractual/Consultant

Provide a list of contractors/consultants, detailing out the name, hourly or flat rate, overall cost of the services performed by each contractor or consultant (2,500 characters including spaces), and describe the project activities each will accomplish to meet the project’s objective(s) and outcome(s), as well as the timeline for their work. Also explain why each contractual service will be used instead of your organization’s personnel (3,500 characters including spaces). Note that we do not allow indirect costs for contractors and consultants.

Do you confirm that your organization follows the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. Yes/No

Other

List each project expense not covered in any of the previous budget categories. For each item, give the per-unit cost, number of units you will purchase, when you will acquire the item, the amount of SCBG funds requested (*2,500 characters including spaces*), and describe the purpose of each item listed and how it is necessary for completion of the project's objective(s) and outcome(s). (*3,000 characters including spaces*)

Program Income

Describe the nature or source of program income, how you will reinvest the program income back into this project to further enhance the competitiveness of specialty crops, and the total estimated amount from each source. (*2,500 characters including spaces*)

Appendix: Performance Measures

Each application must include at least one of the following eight outcomes, and at least one of the indicators listed underneath the selected outcome. If there are multiple sub-indicators listed under the indicator, select at least one. All marketing projects are required to use Outcome 1. If these Outcomes/Indicators are not relevant to the project, you can develop a project-specific Outcomes/Indicators that are subject to approval by USDA. You are required to report on the results of data collected on each indicator in annual and final reports.

For more information, read page 2 of the [USDA SCBGP Performance Measures \(PDF\)](#).

Outcome 1

To enhance the competitiveness of specialty crops through increased sales.

Indicator

Sales increased from [\$ amount] to [\$ amount] and by [percent], as a result of marketing and/or promotion activities.

Example: An expected increase in sales of specialty crops from \$20,000 to \$50,000 and growth in sales of 150% from year 1 to year 2, as a result of marketing and/or promotion activities.

This indicator is required for all marketing and promotion projects. An established baseline of sales in dollars must already exist. If it does not, then one of the objectives of your project must be to determine a baseline.

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.

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 reporting 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 about 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 about how to access/produce/prepare/preserve specialty crops
 - B. The number that reported an intention to access/produce/prepare/preserve/specialty crops
 - C. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained
3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops:
 - A. farmers markets
 - B. produce at corner stores
 - C. school food programs and other food options (vending machines, school events, etc.)
 - D. grocery stores
 - E. wholesale markets
 - F. food hubs that process, aggregate, distribute, or store specialty crops
 - G. home improvement centers with lawn and garden centers
 - H. lawn and garden centers
 - I. other systems/access points, not noted
 - J. total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops:
 - A. farmers markets
 - B. produce at corner stores
 - C. school food programs and other food options (vending machines, school events, etc.)
 - D. grocery stores
 - E. wholesale markets
 - F. food hubs that process, aggregate, distribute, or store specialty crops
 - G. home improvement centers with lawn and garden centers
 - H. lawn and garden centers
 - I. other systems/access points, not noted
 - J. total (if not reported above)

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., drought-tolerant, 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):
3. Number of growers/producers indicating adoption of recommended practices
4. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre
5. Number of growers/producers reporting increased dollar returns per acre or reduced costs per acre
6. Number of acres in conservation tillage or acres in other best management practices
7. 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 may be labs, networks, procedures, access points, etc.)
5. Number of new diagnostic technologies (not individual pieces of equipment or devices) available for detecting plant pests and diseases
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 the ecology of threats to food safety from microbial and chemical sources.

Indicators

1. Increased understanding of fecal indicators or 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 pre-harvest and postharvest process impacts on microbial and chemical threats
5. Number of growers or producers who obtain 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 (new businesses created or adopted can be an indication of new careers) created
2. Number of new urban careers created
3. Number of jobs (jobs are net gain of paid employment) 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 farmers who went into specialty crop production