



## **Indiana State Department of Agriculture (ISDA) SPECIALITY CROP BLOCK GRANT PROGRAM**

### **Purpose**

The Agricultural Marketing Service (AMS) announces the availability of approximately \$55 million in grant funds, to enhance the competitiveness of specialty crops. The funds announced under the Specialty Crop Block Grant Program (SCBGP) are authorized by the Food, Conservation and Energy Act of 2008. The application process to apply for the SCBGP-FB funds can be found in 7 CFR part 1290. State departments of agriculture are eligible to apply and are encouraged to involve industry groups, academia, and community-based organizations in the development of applications.

Therefore, the Indiana State Department of Agriculture (ISDA) is looking for project proposals from the specialty crop industry in the state to present for funding from USDA. The proposals must solely enhance specialty crops throughout the state of Indiana.

### **Eligibility**

Commissions, public entities, associations, and/or nonprofit organizations that represent specialty crops as defined by USDA in Indiana agriculture are eligible to apply (as specified in the criteria section of this program guidance on page 3). Applicants must be a legal entity and have the legal capacity to contract. Grant funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual.

### **Types of Grants and Eligible Activities**

Grants can be used for solely enhancing the competitiveness of specialty crops through 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 chain in developing “Good Agricultural Practices”, “Good Handling Practices”, “Good Manufacturing Practices”, investing in specialty crop research, including organic 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 sustainability. Also, Market promotion; domestic or international promotion of qualified Indiana food and agricultural products, or distribution to mitigate trade barriers that prevent or slow entry of qualified Indiana food and agricultural products into foreign markets. Please note that funds can not be used for any capital expenditures such as buildings, land, equipment (tangible personal property

having a useful life of more than one year and an acquisition cost which equals or exceeds \$5000), grant administrative or indirect costs or staffing.

### **Range of Grant Funding Requests**

Minimum - \$2,000 Maximum - \$50,000

### **Timeline**

January of 2012 – Announcement of grant program

June 1, 2012 – Applications due to ISDA

June 20-30, 2012– Internal ISDA review and recommendation

July 11, 2012 – Submit full application for SCBG by ISDA

September 30, 2012 – Awards announced \*

December 2012 – Contracts issued \*

January 1, 2013 – Projects may commence once contract is signed by both parties.

December 31, 2013 – Project work must be completed

*\*Estimated only, actual timeline will depend on USDA.*

### **Award Process of Payments**

Awarded SCBGP grantees will receive 50% of their funds as their initial payment at the beginning of their project. The final 50% will be received by the grantee once a report has been submitted documenting how the initial 50% of the funds were allocated/expended.

### **DUNS NUMBER REQUIREMENT**

All applicants must have a Data Universal Numbering System (DUNS) number and a Central Contract Registration (CCR). DUNS can be obtained at <http://fedgov.dnb.com/webform> and CCR's at <https://www.bpn.gov/ccr/default.aspx> No entity may receive a Specialty Crop Block Grant unless the entity has provided a DUNS number.

### **E-Verify Requirement *\*\*New this Year\*\****

Public Law 171-2011 added Indiana Code Section 22-5-1.7 regarding the employment of unauthorized aliens. This new section to the Indiana Code requires state agencies to not only confirm the employment eligibility of their own staff, but to also require contractors and grantees in certain instances to also confirm the employment eligibility of their employees after June 30, 2011.

Employment eligibility is confirmed through the E-Verify program. E-Verify is part of the Illegal Immigration Reform and Immigration Responsibility Act of 1996 (P.L. 104-208) and is administered by the United States Department of Homeland Security (USDHS). The USDHS works with the Social Security Administration to verify the identity and eligibility of employees. E-Verify is free to use, but employers must register with the USDHS to access the system. The federal government already requires all their contractors to participate in E-Verify, and many other states are following suit.

The new Indiana law requires that all state agencies, political subdivisions, business entities with a contract for services with the state or political subdivision, and business entities receiving grants in excess of \$1,000 from the state or a political subdivision

enroll and participate in the E-Verify program and must affirm that they do not knowingly employ an unauthorized alien. Additionally, contractors must verify that their subcontractors are participating in E-Verify and do not knowingly employ an unauthorized alien.

Each grant or contract will contain a newly drafted E-Verify clause informing Grantees and Contractors of this requirement. However, we strongly encourage mention of this requirement in your request for proposals or applications. Failure to provide documentation of enrollment in E-Verify will result in deobligation of the award. Each Grantee or Contractor should enroll in E-Verify, after July 1, 2011 submitting each of their new hires into the system to verify their employment eligibility, and should also place the required E-Verify poster in their workplace. To learn more about E-Verify and to enroll, grantees or contractors should visit: <https://e-verify.uscis.gov/enroll/> or [www.dhs.gov/e-verify](http://www.dhs.gov/e-verify) .

### **Contract Requirements**

Successful applicants will be required to execute a grant contract, and no work under this grant may begin before the contract is fully executed. Contracts will specify milestones, outcomes, deliverables and a payment schedule for these deliverables. Awardees must submit a report once the initial 50% of the funds have been expended and a final report following the completion of the project. The final 50% of the funds will be released to the grantee after ISDA receives the initial report documenting expenditures of the grant funds.

### **Project Selection Process**

Applications will be reviewed by ISDA staff and by an advisory committee established by ISDA. Using the recommendations of both parties, applications will be submitted to ISDA's Director, who will make the final determination.

### **Criteria for Selection**

- Project has clear identifiable goals and demonstrates tangible benefits for the industry segment and for Indiana's overall food and agriculture economy.
- Project increases the sales of Indiana grown or manufactured food and agriculture products, including:
  - Increasing the volume of products sold
  - Increasing the price of products sold
  - Increasing the market share of products sold

*Please note that the size of the industry will be taken into consideration. For example, a \$10,000 increase in sales could have a more significant impact in a smaller industry than a larger one.*

- Project addresses a challenge or opportunity, fits into the overall marketing plan of the industry sector, and adds to its overall marketing strategy.
- Project has clear criteria by which to evaluate the success of the project. Goals and expected outcomes are verifiable, measurable and realistic for the scope of the project.
- Project has a high probability of achieving its goals.
- Project has strong industry support.

- Project will benefit many companies in the industry sector. Projects that leverage grant dollars with outside funding will receive priority.
- Project must fall under one or more of the Eligible Specialty Crops listed below.

Algae	Hops
Chickpeas	Kava
Christmas trees	Lavender
Cocoa	Lentils
Coffee	Maple syrup
Cut flowers	Mushrooms
Dry edible beans	Organic fruits and vegetables
Dry peas	Peppermint
Foliage	Potatoes
Fruit grapes for wine	Seaweed
Garlic	Spearmint
Ginger root	Sweet Corn
Ginseng	Vanilla
Herbs	Vegetable seeds
Honey	

In addition, the following crops are eligible: Commonly recognized fruits, vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).

### **Application Process**

Applications must be submitted via e-mail no later than 4 pm EST on June 1, 2012. The emailed version of the application must be in Microsoft Word format. Applications are to be sent to:

Gina Sheets  
 Director of Economic Development  
 Indiana State Department of Agriculture  
[GSheets@isda.in.gov](mailto:GSheets@isda.in.gov)

# Application Instructions

## MARKET PROMOTION & DISTRIBUTION GRANT PROGRAM

### 1. APPLICATION COVER SHEET

Complete the Application Cover Sheet for your project (See end of program guidance for template).

### 2. APPLICATION NARRATIVE

The application should be typed in Microsoft Word using a 12 pt font and include detailed information on the following categories in the order listed below and cannot exceed 6 pages.

**Abstract.** Include the lead agency for administering the plan, along with an abstract of 200 or fewer words for the proposed project.

**Project purpose.** The following questions must 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?
  - o IF YES, describe the methods or processes the applicant will use to ensure all grant funds will solely enhance the competitiveness of eligible specialty crops.
- If the project builds on a previously funded SCBGP or SCBGP-FB project, then
  - o Describe how the projects differ from one another. Provide a summary (3 to 5 sentences per project) of the results of the completed work on this project, the long-term quantifiable effects of these results (especially as they impact on the specialty crop industry), and how this year's funding will supplement or build on previous funding from the SCBGP or SCBGP-FB.
- Has the project been submitted to or funded by another Federal or State grant program?
  - o IF NO, indicate that it has not.
  - o 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 duplicates funding efforts. The SCBGP-FB will not fund duplicative projects.

**Potential Impact.** This section shall 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?

**Expected Measurable Outcomes.** The following questions must be answered in this section.

What is at least one distinct, quantifiable, and measurable outcome that directly and meaningfully supports the project's purpose and is of direct importance to the intended beneficiaries? The measurable outcome, when possible, should include the following:

o GOAL

o PERFORMANCE MEASURE

o BENCHMARK

o TARGET

How will performance toward meeting the outcome(s) be monitored?

o What are your data sources for monitoring performance?

o How will data be collected? For example are you using a survey or questionnaire?

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

#### 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.

##### 1) DETERMINE WHAT THE PROJECT WILL ACCOMPLISH, I.E., THE INTENDED RESULTS OF THE PROJECT, GENERALLY EXPRESSED AS A GOAL OR OBJECTIVE

Goals or objectives 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.

##### 2) 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.

##### 3) 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 in 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 alternative 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.”

#### 4) DEVELOP YOUR PERFORMANCE MONITORING PLAN OR DATA COLLECTION PLAN

Define who your data sources are and how the data will be collected. If the project involves a survey, provide some information about the nature of the questions that will be asked, the methodology to be used and the population to be surveyed. If a draft questionnaire is available, you may want to include a copy with the application. Outline how data gathered will be used to correct deficiencies and improve performance, both as it gathered and analyzed and in subsequent project periods. This data collection plan should be integrated into your work plan and budget. When expected measurable outcomes are monitored outside the grant period, include the performance monitoring plan in the expected measurable outcomes section and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.

**Work Plan.** The following questions must be addressed in a detailed manner in this section:

- What activities are necessary to accomplish the project objectives?
- o When will your performance monitoring/data collection plan activity be accomplished?
- o How will outcomes measures be completed or measured inside the grant period?

Who will do the work of each activity? If collaborative arrangements or subcontracts are used, make sure you specify their role and responsibilities in performing project activities.

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.

**Budget Narrative.** Provide sufficient information in paragraph format about each budget category (see Budget table at end of application) to demonstrate that grant funds are being expended on activities that meet the purpose of the program. The budget narrative should clearly show the federal funds that support the project. If matching funds are budgeted, please do not commingle non-federal funds with federals in each budget section. (Salary expenses must not exceed GSA rate and all travel expenses must follow the state travel policy.)

**Project Partner Oversight.** If this is a project administered by an organization other than the state department of agriculture, this section shall include the project partner's oversight plan and not the State department of agriculture oversight. The following questions and information must be addressed in this section:

- Who or what organization will oversee the project activities?
- How will oversight be performed? For example, will weekly or monthly meetings be held to discuss performance toward the completion of the project?

**Project Commitment.** Provide the following information in this section:

- What specialty crop stakeholders outside the lead organization support this project and how?
- How will all project stakeholders work toward the goals and outcomes of the project?

**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 their 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?

### **3. BUDGET**

Complete the budget form (last page of application), showing the uses for the state grant funds. State per diem rates must be used for travel expenses. Please see Web site for details: <http://www.in.gov/idoa/3076.htm> Provide any additional details or explanations as needed.

**Personnel.** For each project participant, indicate their title, the percent of full time equivalents (FTE), and the corresponding salary for the FTE. Hourly contractual costs cannot exceed the cap of a GS-14 step 10 Federal employee in your area.

**Meals.** As entertainment costs are an unallowable cost.

**APPLICATION COVER SHEET**  
**ISDA Market Promotion and Distribution Grant Program**

**Name of Organization:**

**Address:**

**City:**

**State:**

**ZIP:**

**Federal Tax ID #**

**DUNS #:**

**Contact & Title:**

**Phone:**

**Email:**

**Grant Category:** (please denote with x)

**Market Promotion** \_\_\_\_\_

**Distribution** \_\_\_\_\_

**Other** \_\_\_\_\_

**Industry Sector and Specific Commodity/Food for Promotion:** (e.g. Tree Fruit: Cherries)

**Brief Project Description:**

**Total Project**

**Cost: \$**

**Total Grant dollars**

**Requested:**

*Certification: I certify to the best of my knowledge that the information in this application is true and correct and that I am legally authorized to sign and submit this application on behalf of this organization, which is legally eligible to enter into a grant contract.*

**Name of Authorized Signatory:**

**Budget for:**

<b>Cost Category</b>	<b>SCBG Grant Request</b>	<b>Total Project Costs</b>
<b>Personnel (Salary)</b>		
<b>Fringe Benefits</b>		
<b>Travel</b>		
<b>Equipment</b>		
<b>Supplies</b>		
<b>Contractual*</b>		
<b>Construction</b>		
<b>Other</b>		
<b>Total:</b>		

**Travel: based on number of persons. State reimbursement rates apply, see link for details. <http://www.in.gov/idoa/3076.htm>**

\* For “contractual” indicate hourly rate and # hours. For flat fee, list what it covers.

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