

# SCBGP PROJECT PROFILE TEMPLATE

## AWARD YEARS 2022 FORWARD

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. The following information must be included in each project profile.

### PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Specialty Crop Block Grant

### DURATION OF PROJECT

**Start Date:** October 1, 2023

**End Date:** September 30, 2025

### PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State Department of Agriculture to lead and execute the project,*
- 2. The project's purpose, deliverables, and expected outcomes and*
- 3. A description of the general tasks/activities to be completed during the project period to fulfill this goal.*

#### FOR EXAMPLE:

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Indiana Grown will develop two (2) bi-seasonal (Spring/Summer and Fall/Winter) educational magazines to bring awareness to specialty crops including where to purchase, food safety and how to prepare specialty crops in both print and digital mediums. The bi-seasonal educational magazines will showcase specialty crops, how to cultivate and cook specialty crops through recipes and provide food safety with how to procure specialty crops. These bi-seasonal educational magazines will be distributed through various agriculture events, county libraries, farmers markets, partners. In addition to the print medium, the digital version will be manufactured to live online and be free to showcase specialty crops at any time. It will include all versions of the print medium and provide analytics to showcase who is viewing the specialty crops educational magazine.

### PROVIDE A PROJECT TIMELINE BY QUARTER AND YEAR BELOW.

Quarter 1 - October to December 2023 - Grant cycle begins; contractor identified to complete the work

Quarter 2 - January 2024 to March 2024 - timeline for completion created, outreach for recipe development and coordination with partners are initiated

Quarter 3 - April 2024 to June 2024 - content for seasonal bi-annual magazines outlined

Quarter 4 - July 2024 to September 2024 - content created for seasonal magazines and finalized

Quarter 1 - September 2024 to December 2024 - proof of seasonal magazines created for both print and digital

Quarter 2 - January 2025 to March 2025 - magazines printed and created for on-line distribution

Quarter 3- April 2025 to July 2025 - magazines distributed, collection of data and impact

Quarter 4 - August 2025 to September 2025 - data collection, grant documentation completed

## DESCRIBE HOW YOUR ORGANIZATION WILL INTERACT WITH ANY PARTNERS ON YOUR PROJECT.

Indiana Grown will tap into the food safety experts: Safe Produce Indiana for our food safety education. Safe Produce Indiana will allow the seasonal magazines to have specific content as it relates to how to safely handle specialty crops from growing, purchasing, storage and cooking of specialty crops.

## PROJECT PURPOSE

### PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Specific Issue - Consumers are unaware of what exactly specialty crops are, where they are grown, store, process and enjoy specialty crops. This project will bring awareness to consumers about specialty crops in forms such as where to purchase, food safety, how to produce recipes, the seasonality of the crop and possible recipes with said specialty crops. To help general consumer awareness, different growing regions across the state will be highlighted to help further provide information on where specialty crops are grown. Indiana specialty crops need to be highlighted to showcase the seasonality of crops and to inform the general public where their food is coming from, how to prepare crops safely for consumption.

### PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

Objective 1	Increase consumer awareness regarding specialty crops, food safety and sanitation, sourcing of specialty crops as well as how to prepare specialty crops. By creating both a printed and on-line format of the Indiana Grown living local magazine, it will allow for maximum exposure to specialty crops, seasonality and food safety. The on-line magazine will be housed within the Indiana Grown current webpage, and will not need additional infrastructure. Both the on-line and print magazines will be free for consumers to access.
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## PROJECT BENEFICIARIES

**Estimate the number of project beneficiaries:** 3,500

**Does this project directly benefit socially disadvantaged farmers and/or underserved communities as defined in the RFA?** Yes ☒ No ☐

If you selected yes, please describe how the project directly benefits socially disadvantaged farmers and/or underserved communities.

This project would directly provide education, which would benefit socially disadvantaged farmers and/or underserved communities. With content created and included in the Indiana Grown living local seasonal magazines, we will aim to create, educate and provide education in a way that can be used to further understanding around seasonality, food safety and sanitation and bring awareness to urban & socially disadvantaged populations within the state of Indiana.

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes ☒ No ☐

If you selected yes, please describe how the project directly benefits beginning farmers.

This project would directly provide education, which would benefit beginning farmers. With content created and included in the Indiana Grown living local seasonal magazines, we will aim to create, educate and provide education in a way that can be used to further understanding around seasonality, food safety and sanitation and bring awareness to how beginning farmers add value by growing and featuring beginning farmers within the state of Indiana.

**Does this project directly benefit veteran farmers as defined in the RFA?** Yes ☐ No ☒

If you selected yes, please describe how the project directly benefits veteran farmers.

#### STATEMENT OF ENHANCING SPECIALTY CROPS

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

List of Specialty Crops: See attached list; we will be highlighting a variety of seasonal produce in each publication.

#### CONTINUATION PROJECT INFORMATION

**Does this project continue the efforts of a previously funded SCBGP project?** Yes ☐ No ☐

*If you have selected "yes", please address the following:*

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

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**DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS**

Yes, we believe the creation of a seasonal Indiana Grown living local magazines will become independent and can be updated without the support of grant funding in the future. With the original design file owned by Indiana Grown at the end of the project, we will be able to have an 'evergreen' document that can be updated as needed if any practices or topics covered become out of date.

**OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS**

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

**Yes**

☐

**No**

☒

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**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 SCBGP project differs from or supplements the other grant program(s) efforts.**

**EXTERNAL PROJECT SUPPORT**

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project).*

Safe Produce Indiana will be a stakeholder in the Indiana Grown living local magazine. They will provide technical assistance around food safety and sanitation & proper handling of specialty crops. Safe Produce Indiana supports this project due to the fact that it will bring awareness at a high level of food safety and sanitation and proper handling of specialty crops. Attached letter of support is included in the grant proposal

**EXPECTED MEASURABLE OUTCOMES**

**SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)**

*You must choose at least one of the eight outcomes listed in the SCBGP Performance Measures, which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.*

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**OUTCOME MEASURE(S)**

Select the outcome measure(s) that are applicable for this project from the listing below.

- ☒ **Outcome 1:** Increasing Consumption and Consumer Purchasing of Specialty Crops
- ☐ **Outcome 2:** Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution
- ☒ **Outcome 3:** Increase Food Safety Knowledge and Processes
- ☐ **Outcome 4:** Improve Pest and Disease Control Processes
- ☐ **Outcome 5:** Develop New Seed Varieties and Specialty Crops
- ☐ **Outcome 6:** Expand Specialty Crop Research and Development
- ☐ **Outcome 7:** Improve Environmental Sustainability of Specialty Crops

## OUTCOME INDICATOR(S)

Provide at least one indicator listed in the SCBGP Performance Measures and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

### FOR EXAMPLE:

Outcome 1, Indicator 1.1a

Total number of consumers who gained knowledge about specialty crops, Adults 132.

Outcome 1, Indicator 1
Total number of consumers who gained knowledge about specialty crops [3500]. a. Adults [3500] b. Children [0]
Outcome 1, Indicator 2
Total number of consumers who consumed more specialty crops [250]. a. Adults [250] b. Children [0]
Outcome 3, Indicator 3
Number of specialty crop stakeholders who implemented new/improved prevention, detection, control, and intervention practices, tools, or technologies to mitigate food safety risks (to improve their ability to comply with the Food Safety Modernization Act (FSMA) and/or meet the standards for aligned third party food safety audits such as Harmonized GAP/GHP) [150].

## MISCELLANEOUS OUTCOME MEASURE

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

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

Indiana Grown will develop a comprehensive survey along with seasonal living local magazines that will measure the awareness of specialty crops including but not limited to general specialty crop information, seasonality of the crops and new and exciting ways to consume Indiana specialty crops. We will be using social media, print mediums and electronic mediums to collect data.

Creation of digital survey, paper survey and conversations with consumers at Agricultural events thru the distribution period to capture data as well as analytics attached to website for traffic data related to the on-line magazine.

Indiana Grown will develop a comprehensive survey for distribution and completion that will allow data to be collected on how the content within the Indiana Grown living local magazines have implemented new or improved prevention, detection, control and intervention practices.  
Data will be collected via digital, paper and speaking with consumers at events focusing on questions on the insights gained from the living local magazine as it pertains to new or improved prevention, detection, control and intervention practices.

## BUDGET NARRATIVE

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

## BUDGET SUMMARY

Expense Category	Funds Requested
Personnel	\$0.00
Fringe Benefits	\$0.00
Travel	\$0.00
Equipment	\$0.00
Supplies	\$0.00
Contractual	\$95,600.00
Other	\$0.00
<b>Direct Costs Sub-Total</b>	<b>\$95,600.00</b>
<b>Total Budget</b>	<b>\$95,600.00</b>

## PERSONNEL

*List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance.*

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	,		

**Personnel Subtotal: \$0.00**

## PERSONNEL JUSTIFICATION

*For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.*

Personnel 1:	
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## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	,		

**Fringe Subtotal: \$0.00**

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1							

**Travel Subtotal: \$0.00**

## TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

Trip 1 (Approximate Date of Travel):	
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## CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my 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.



## EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is 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 and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1				

**Equipment Subtotal: \$0.00**

#### EQUIPMENT JUSTIFICATION

*For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.*

Equipment 1:	
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#### SUPPLIES

*List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.*

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested

**Supplies Subtotal: \$0.00**

#### SUPPLIES JUSTIFICATION

*Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

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#### CONTRACTUAL/CONSULTANT

*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.)*

#### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Tandem - Blue Octopus Printing Co.	\$95.00	\$20,600.00
2	Tandem - Blue Octopus Printing Co.	\$2.50	\$75,000.00

**Contractual/Consultant Subtotal: \$95,600.00**

#### CONTRACTUAL JUSTIFICATION



Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Contractor/Consultant 1:	Design of two print and digital living local magazines
Contractor/Consultant 2:	Printing of magazines and distribution to key strategic partners throughout the state of Indiana

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed 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. ☒

## OTHER

Include any expenses 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, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested

**Other Subtotal: \$0.00**

## OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

## PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient 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.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to enhance the competitiveness of specialty crops	Estimated Income

**Program Income Total: \$0.00**

### **Quarterly breakdown of Indiana Grown living local magazines**

**Quarter 1** - October to December 2023 - Grant cycle begins; contractor identified to complete the work

**Quarter 2** - January 2024 to March 2024 - timeline for completion created, outreach for recipe development and coordination with partners are initiated

**Quarter 3** - April 2024 to June 2024 - content for seasonal bi-annual magazines outlined

**Quarter 4** - July 2024 to September 2024 - content created for seasonal magazines and finalized

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### **Indiana Grown living local – seasonal magazine**

Spring/Summer Specialty Crops featured:

- Asparagus
- Sweet Corn
- Heirloom Tomatoes
- Peas
- Cucumber
- Endive
- Lettuce
- Radish
- Watermelon
- Honeydew Melon
- Cantaloupe Melon

Fall/Winter Specialty Crops featured:

- Pumpkin
- Parsnip
- Swiss Chard
- Beets
- Brussel Sprouts
- Butternut Squash
- Sweet Potato
- Apples, variety focused on bringing awareness to apples within Indiana.
- Christmas Trees, variety focused on bringing awareness to crops grown within Indiana

March 23, 2023

To Whom It May Concern,

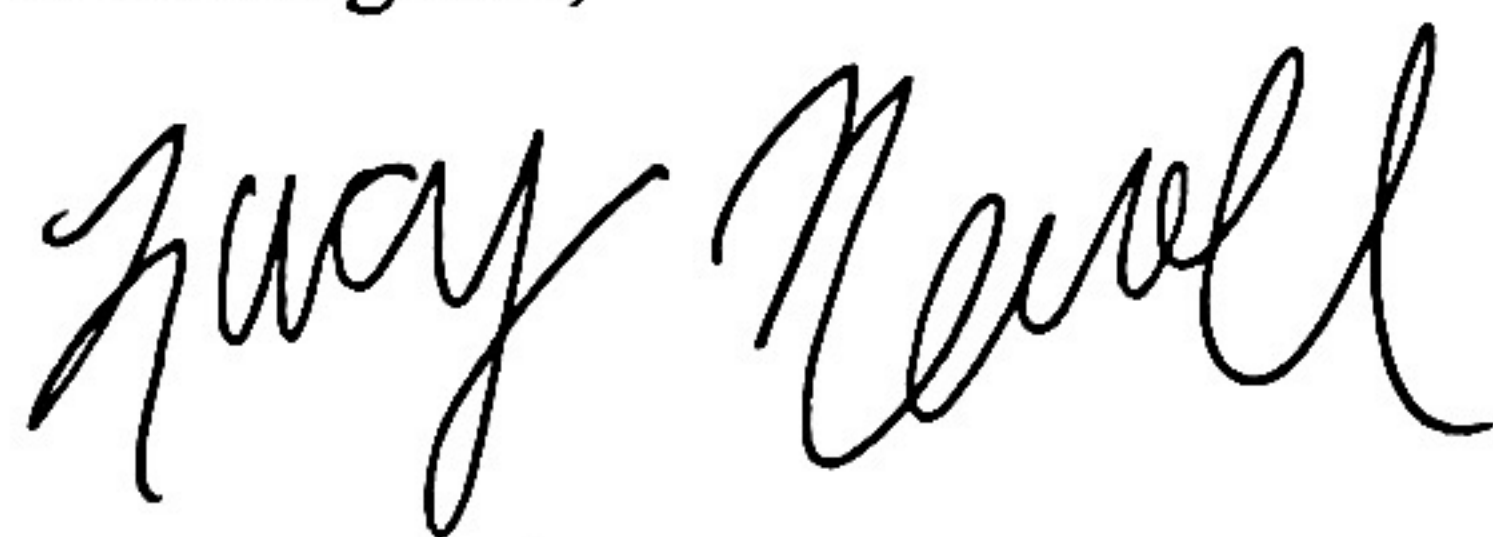
On behalf of the Indiana Produce Safety program at the Indiana State Department of Agriculture (ISDA), I am pleased to write in support of Indiana Grown's grant application which aims to raise consumer awareness for specialty crops grown in the state of Indiana, in their print publication, Living Local.

Hoosier farmers grow more than 30 types of fruits and vegetables each year. Additionally, Indiana is a top five producer of tomatoes for processing, spearmint, peppermint, and watermelons. Indiana specialty crops can be found at any of Indiana's 200 plus farmers markets. Having a print and digital magazine that would highlight seasonality, recipes, and food safety would allow for more accessible, safe consumption of Indiana's specialty crops.

In partnership with Indiana Grown, the Indiana Produce Safety team will provide resources and information about produce safety for the Living Local magazine. From a produce safety standpoint, it is vital that both growers and consumers are educated on the importance of produce safety, such as cleaning and sanitizing recommendations.

We support your consideration of Indiana Grown for this grant and look forward to working with Indiana Grown towards a shared goal of safe produce consumption.

Best Regards,

A handwritten signature in black ink, appearing to read "Lucy Newell". The signature is fluid and cursive, with the first name "Lucy" written in a larger, more prominent script than the last name "Newell".

Lucy Newell

Outreach Coordinator

Indiana Produce Safety

Indiana State Department of Agriculture